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INSIDE PHARMACY

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Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
1 Dyazide caps	Zantac tabs 150mg	Dyazide caps
2 Tylenol w/codeine #3 tabs	Tagamet tabs 300mg	Tylenol/Cod No. 3 30mg tab
3 Darvocet-N 100mg	Dyazide caps	Darvocet-N 100mg
4 Tagamet tabs 300mg	Feldene caps 20mg	Saldane tab 60mg
5 UD Tenormin tabs 50mg	UD Tenormin tabs 50mg	Lanoxin tabs 0.125mg
6 Zantac tabs 150mg	UD Procardia caps 10mg	Valium tabs 5mg
7 Lanoxin tabs 0.125mg	Keflex caps 500mg	Keflex pul 250mg
8 Lanoxin tabs 0.25mg	Naprosyn tabs 375mg	Slow K tabs 600mg
9 Seldane tabs 30mg	Darvocet-N 100mg	Feldene caps 20mg
10 Slow K tabs 600mg	Seldane tabs 60mg	UD Tenormin tabs 50mg
11 Dilantin kaps 100mg	Naprosyn tabs 500mg	UD Xanax tabs 0.5mg
12 Lasix tabs 40mg	Cardizem tabs 60mg	Keflex caps 500mg
13 Valium tabs 5mg	Keflex pul 250mg	Tagamet tabs 300mg
14 UD Procardia caps 10mg	Tagamet tabs 400mg	Vicodin tabs
15 Amoxil susp 250mg/5ml 100ml	Valium tabs 5mg	Lanoxin tabs 0.25mg
16 Premarin tabs 0.625mg cycle pk	Capoten tabs 25mg	Flexeril 10mg tabs
17 Motrin tabs 600mg	Tylenol w/codeine #3 tabs	Lasix tabs 40mg
18 Feldene caps 20mg	Clinoril 200mg	Zantac tabs 150mg
19 UD Xanax tabs 0.5mg	UD Xanax tabs 0.5mg	UD Procardia caps 10mg
20 Keflex pul 250mg	Flexeril 10mg tabs	E.E.S. 400 Filmtabs
21 Lopressor tabs 50mg	Lopressor tabs 50mg	Dilantin kaps 100mg
22 Naprosyn tabs 375mg	Ceclor pulv 250mg	Naprosyn tabs 375mg
23 E.E.S. 400 filmtabs	Cardizem tabs 30mg	Tylenol/Cod No. 4 60mg tabs
24 Theo-Dur tabs 300mg	Dilantin kaps 100mg	Theo-Dur tabs 300mg
25 Amoxil susp 125mg/5ml 100ml	Lopressor tabs 100mg	Amoxil Susp 250mg 100ml
26 Flexeril 10mg tabs	Slow K tabs 600mg	Premarin 0.625mg cycle pak
27 Ortho Novum 7/7/7-28 pk	Motrin tabs 600mg	Xanax tabs 0.25mg
28 Captoten tabs 25mg	Carafate tabs 1gm	Motrin 800mg tab
29 Maxzide tabs	Timoptic 0.5% opht 15ml	Maxzide tabs
30 Motrin tab 800mg	Aldomet tabs 250mg	Lopressor tabs 50mg
31 Vicodin tabs	Theo-Dur tabs 300mg	Halcion tabs 0.25mg
32 Ortho-Novum 1/35 28 Ref	Premarin 0.625mg cycle pk	Capoten tabs 25mg
33 Motrin tabs 400mg	Motrin 800mg tabs	Moduretic tabs 5/50mg
34 Xanax tabs 0.25mg	Transderm-Nitro 5mg dsk 7	Proventil inhaler rfl 17gm
35 Moduretic tabs 5/50mg	Ativan tabs 1mg	Naprosyn tabs 500mg
36 Ventolin inhaler refill	Inderal tabs 40mg	Theo-Dur tabs 200mg
37 Proventil inhaler refill 17gm	Duricef caps 500mg	Ativan tabs 1mg
38 Premarin tabs 1.25mg	Moduretic tabs 5/50mg	Ceclor pulv 250mg
39 Keflex caps 500mg	Maxzide tabs	Amoxil caps 250mg
40 Aldomet tabs 250mg	Naprosyn tabs 250mg	Micro-K caps 8mEq
41 Amoxil caps 250mg	Lasix tabs 40mg	Eryc caps 250mg
42 Monistat-7 Vag w/app 45gm	Xanax tabs 0.25mg	Amoxil susp 125mg 100ml
43 Theo-Dur tabs 200mg	Valium tabs 10mg	Provera tabs 10mg
44 Synthroid tabs 0.1mg	Trental tabs 400mg	Entex-LA
45 Naprosyn tabs 500mg	Tegretol tabs 200mg	Clinoril 200mg
46 Tylenol w/codeine #4 tabs	Ventolin inhaler refill	Fiorinal W/Cod No. 3
47 Insulin NPH U100 10ml CP310	Vasotec 5mg tab	Aldomet tabs 250mg
48 Cardizem tabs 30mg	Tranxene caps 7.5mg	Cardizem tabs 30mg
49 Provera tabs 10mg	Diabinese tabs 250mg	Bactrim-DS tabs
50 Micro-K caps 8mEq	Inderal 20mg tabs	Cardizem tabs 60mg

*Based on AWP cost

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
51 Ceclor Pulv 250mg	Ortho-Novum 1/35 28 ref	Synthroid tabs 0.1mg
52 Hydrochlorothiazide 50mg tabs	UD Dolobid tabs 500mg	Duricef caps 500mg
53 Eryc caps 250mg	Ortho-Novum 7/7/7-28pdpk	Timoptic 0.5% ophth 15ml
54 Ativan tabs 1mg	Micronase tabs 5mg	Monistat-7 vag w/app 45gm
55 Timoptic 0.5% ophth 15ml	Proventil inhaler refill 17gm	Dalmane caps 30mg
56 Halcion tabs 0.25mg	Corgard tabs 40mg	Motrin tabs 400mg
57 Entex-LA	Premarin tabs 1.25mg	Valium tabs 10mg
58 Inderal 20mg tabs	Theo-Dur tabs 200mg	Halcion tabs 0.5mg
59 Cardizem tabs 60mg	Insulin NPH U100 10ml CP310	Percodan tabs
60 Bactrim-DS tabs	Nolvadex tabs 10mg	Ventolin Inhaler Ref
61 Clinoril tabs 200mg	Capoten tabs 50mg	E-Mycin E.C. tabs 333mg
62 Inderal tabs 40mg	Lanoxin tabs 0.125mg	Tranxene caps 7.5mg
63 Lo/Ovral 21 pk	Anaprox 275mg tabs	UD Dolobid tabs 500mg
64 Tagamet tabs 400mg	Tolectin DS caps 400mg	Trental tabs 400mg
65 E-Mycin E.C. tabs 333mg	Monistat-7 vag w/app 45gm	Hydrochlorothiazide 50mg tabs
66 Lasix tabs 20mg	Amoxil susp 250mg/5ml 100ml	Anaprox 275mg tabs
67 Lopressor tabs 100mg	Xanax tabs 1mg	Reglan tabs 10mg
68 Lo/Ovral-28	Vicodin tabs	Minipress caps 1mg
69 Septra-DS tabs	Reglan tabs 10mg	Lasix tabs 20mg
70 Amoxil caps 500mg	Humulin N 100U 10ml	Carafate tabs 1gm
71 Nitrostat tabs 0.4mg	E.E.S. 400 filmtabs	Tylox caps
72 Anaprox 275mg tabs	Persantine tab 50mg	Restoril caps 30mg
73 Insulin Syr. LoDose U100	Zantac 300mg tabs	Tegretol tabs 200mg
74 Minipress caps 1mg	Motrin tabs 400mg	Vasotec 5mg tabs
75 Inderal tabs 10mg	Lanoxin tabs 0.25mg	Premarin tabs 1.25mg
76 K-Tabs 750mg	Bactrim-DS tabs	Catapres tabs 0.1mg
77 Dalmane caps 30mg	Tenormin tabs 100mg	Lopressor tabs 100mg
78 Tranxene caps 7.5mg	Nalfon tabs 600mg	Desyrel tabs 50mg
79 Fiorinal w/codeine No. 3 tabs	Diabeta tabs 5mg	Talwin NX tabs
80 Halcion tabs 0.5mg	Indocin SR 75mg	Naprosyn tabs 250mg
81 Micronase tabs 5mg	Tylenol w/codeine #4 tabs	Diabeta tabs 5mg
82 Reglan tabs 10mg	Nicorette Gum 2mg	Transderm-Nitro 5mg Dsk 7
83 Diabinese tabs 250mg	Minipress caps 1mg	Micro-K 10 Extencaps 750mg
84 Catapres tabs 0.1mg	Lo/Ovral 21 pk	Furosemide tabs 40mg
85 Vasotec 5mg tab	Persantine tabs 75mg	Amoxil caps 500mg
86 Valium tabs 10mg	Clinoril 150mg	Parafon Forte tabs
87 Carafate tabs 1gm	Transderm-Nitro 10mg 30 dsk	Synalgos-DC caps
88 Corgard tabs 40mg	Halcion tabs 0.25mg	Diabinese tabs 250mg
89 Tavist-D tabs	Provera tabs 10mg	Percocet-5 tabs
90 Ortho-Novum 1/50 28 Ref	Calan tabs 80mg	Motrin tabs 600mg
91 Humulin N 100U 10ml	Ceclor Sus 250mg/5ml 75ml	Inderal 20mg tabs
92 Duricef caps 500mg	Orudis caps 75mg	Lotrisone crm 15gm
93 Trental tabs 400mg	Minipress caps 2mg	Nalfon tabs 600mg
94 Alupent Syr	Fiorinal w/codeine No. 3 tabs	UD Restoril caps 15mg
95 UD Dolobid tabs 500mg	Catapres tabs 0.1mg	Acetaminophen w/codeine 30mg
96 Synthroid tabs 0.15mg	Lo/Ovral-28	K-Tabs 750mg
97 Percodan tabs	Desyrel tabs 50mg	Alupent Syrup
98 Restoril caps 30mg	Inderal LA caps 80mg	Xanax tabs 1mg
99 Ortho-Novum 1/35 21 Ref	Tenoretic tabs 50mg	Tagamet tabs 400mg
100 Tri-Phasil-28	Zovirax caps 200mg	Septra-DS tabs

*Based on AWP cost

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
101 Tegretol tabs 200mg	Inderal tabs 10mg	Medrol 4mg 21 dosepk
102 Furosemide tabs 40mg	Catapres tabs 0.2mg	Nicorette Gum 2mg
103 Acetaminophen w/codeine 30mg	Aldoril-25 tabs	Macrodantin caps 50mg
104 Transderm-Nitro 5mg Dsk 7	Sandimmune 100mg/ml 50ml	Tranxene caps 3.75mg
105 Nicorette Gum 2mg	Aldomet tabs 500mg	Augmentin 250mg tabs
106 Micro-K 10 Extencaps 750mg	Minocin caps 100mg	Klotrix tabs 10mEq
107 Lotrimin Cr 1% 90gm	Insulin Syr, LoDose 28G U100	Humulin N 100U 10ml
108 Naprosyn tabs 250mg	Septra-DS tabs	Tavist-D tabs
109 Klotrix tabs 10mEq	Tavist-D tabs	Synthroid tabs 0.15mg
110 Ledercillin VK tabs 250mg	Vasotec 10mg tab	Corgard tabs 40mg
111 Achromycin V caps 250mg	Halcion tabs 0.5mg	Nitrostat tabs 0.4mg
112 Desyrel tabs 50mg	Eryc caps 250mg	Fiorinal tabs
113 Diabeta tabs 5mg	Micro-K caps 8mEq	Lomotil tabs 2.5mg
114 Insulin Lente U100 CP410	Nitro-Dur II 5mg/10cm	Inderal tabs 40mg
115 Inderal LA caps 80mg	Entex-LA	Inderal tabs 10mg
116 Peresantine tab 50mg	Lopid caps 300mg	Coumadin tabs 5mg
117 Coumadin tabs 5mg	Insulin Lente U100 CP410	Tussi-Organidin Liquid
118 Pediazole susp 150ml	Tranxene caps 3.75mg	Rufen tabs 600mg
119 Lotrisone crm 15gm	Tagamet 800mg	Insulin NPH U100 10ml CP310
120 Nasalcrom spray 13ml	Amoxil caps 250mg	Trinalin tabs
121 Tranxene caps 3.75mg	Amoxil caps 500mg	Rufen tabs 400mg
122 Nalfon tabs 600mg	Percodan tabs	Orudis caps 75mg
123 Lomotil tabs 2.5mg	Augmentin 250mg tabs	Naldecon Ped Syr
124 Tylox caps	Isoptin tabs 80mg	Inderal LA caps 80mg
125 Synalgos-DC caps	Dalmane caps 30mg	Micronase tabs 5mg
126 Ortho-Novum 1/50 21 Ref	Parlodel tabs 2.5mg	Trimeth/Sulfa DS tabs
127 UD Restoril caps 15mg	Ortho-Novum 1/50 28 Ref	Alupent M.D. Inh 15ml
128 Trinalin tabs	Parafon Forte tabs	Soma 350mg tabs
129 Medrol 4mg 21 dosepk	E-Mycin E.C. tabs 333mg	Minipress caps 2mg
130 Amoxicillin caps 250mg	Ortho-Novum 1/35 21 Ref	Donnatal tabs
131 Ortho-Novum 7/7/7-21 Dpk	Synthroid tabs 0.1mg	Lotrimin Cr 1% 90gm
132 Macrodantin caps 50mg	Quinaglute Duratabs 324mg	Tenoretic tabs 50mg
133 Beconase Inhaler 16.8gm	Accutane caps 40mg	Empirin w/codeine No. 3 tabs
134 Donnatal tabs	Sinemet 25/100 tabs	Librax caps
135 Tolectin DS caps 400mg	Tri-Phasil-28	Ledercillin VK tabs 250mg
136 Ovral-21 3-Pk	Talwin NX tabs	Zovirax caps 200mg
137 Amoxil chewable tabs 250mg	Indocin caps 25mg	Ionamin-30 caps
138 Minipress caps 2mg	Librax caps	Nasalcrom Spray 13ml
139 Rufen tabs 600mg	Restoril caps 30mg	Glucotrol tabs 5mg
140 Hydrodiuril tabs 50mg	Trinalin tabs	Persantine tabs 50mg
141 Aldoril-25 tabs	K-Tabs 750mg	Tussi-Organidin DM
142 Fiorinal tabs	Danocrine caps 200mg	Indocin SR 75mg
143 Alupent M.D. Inhaler 15ml	Triavil 2-25 tabs	Phenergan W/Cod Syrup
144 Ceclor Susp 250mg/5ml 75ml	Corgard tabs 80mg	Tolectin DS caps 400mg
145 Xanax tabs 1mg	Zyloprim tabs 300mg	Calan tabs 80mg
146 Tussi-Organidin Liquid	Lotrisone Crm 15gm	Fastin Pack caps 30mg
147 Calan tabs 80mg	Macrodantin caps 50mg	Deconamine-Sr caps
148 Monistat Dual-Pak	Quinidex extentabs	Indocin caps 25mg
149 Ledercillin VK tabs 500mg	Norgesic Forte tabs	Clinoril 150mg
150 Parafon Forte tabs	Pediazole susp 150mg	Omnipen caps 500mg

*Based on AWP cost

Top 200 Products Ranked

Number of Rxs	$ Volume	$ Margin*
151 Indocin SR 75mg	Ativan 2mg	Valium tabs 2mg
152 Rufen tabs 400mg	Augmentin 500mg tabs	Ornade span modified
153 Zyloprim tabs 300mg	Tylox caps	Aldoril-25 tabs
154 Naldecon ped syr	Amoxil susp 125mg 100ml	Darvon Cpd-65 pul
155 Tenormin tabs 100mg	Soma 350mg tabs	Ceclor sus 125mg/5ml 75ml
156 Synthroid tabs 0.2mg	Ornade span modified	Tussionex susp
157 Tenoretic tabs 50mg	Lorelco tabs 250mg	Isoptin tabs 80mg
158 E-Mycin tabs 250mg	K-Lyte Org 25mEq	Amoxil chew tabs 250mg
159 Ceclor Susp 125mg/5ml 75ml	Meclomen caps 100mg	Dalmane caps 15mg
160 Augmentin 250mg tabs	Capoten tabs 12.5mg	Norgesic Forte tabs
161 Talwin NX tabs	Ceclor pulv 500mg	Achromycin V caps 250mg
162 Ornade span modified	Sinemet 25/250 tabs	Nasalide soln 0.025% 25ml
163 Erythrocin tabs 250mg	Percocet-5 tabs	Hydrodiuril tabs 50mg
164 Percocet-5 tabs	Lotrimin Cr 1% 90gm	K-Lyte org 25mEq
165 Librax caps	Inderal tabs 80mg	Naldecon tabs
166 Catapres tabs 0.2mg	Coumadin tabs 5mg	Omnipen caps 250mg
167 Stuartnatal 1 + 1 tabs	Ortho-Novum 1/50 21 Ref 48s	Vasotec 10mg tab
168 Thyroid tabs 1gr	Minipress caps 5mg	Antivert tabs 25mg
169 Persantine tabs 75mg	Alupent M.D. Inh 15ml	Imodium caps 2mg
170 Tussi-Organidin DM	Ovral-21 3pk	Ditropan tabs 5mg
171 Valium tabs 2mg	Glucotrol tabs 5mg	Stuartnatal 1 + 1 tabs
172 Phenergan w/cod syrup	Nasalide Soln 0.25% 25ml	Tenuate Dospan 75mg
173 Premarin tabs 0.3mg	Nasalcrom Spray 13ml	Premarin vag crm/appl 45gm
174 Indocin caps 25mg	Klotrix tabs 10mEq	Synthroid tabs 0.2mg
175 Trimeth/Sulfa DS tabs	Ortho-Novum 7/7/7-21 Dpk	Ativan tabs 0.5mg
176 Glucotrol tabs 5mg	Ceclor Susp 125mg/5ml 75ml	Premarin tabs 0.3mg
177 Deconamine-SR caps	Procan SR tabs 500mg	Erythrocin tabs 250mg
178 Nasalide Soln. 0.25% 25ml	Micro-K extencaps 750mg	Pediazole susp 150mg
179 Empirin w/codeine # 3 tabs	Minocin tabs 100mg	Transderm-Nitro 10mg 30Dsk
180 Amcill caps 500mg	Macrodantin caps 100mg	Phenergan VC w/cod Syrup
181 Clinoril 150mg	Medrol 4mg 21 dosepk	Catapres tabs 0.2mg
182 Omnipen caps 250mg	Persantine tabs 25mg	Propoxy/Nap/APAP 100/650mg
183 Vasotec tab 10mg	UD Restoril caps 15mg	Materna tabs
184 Zovirax caps 200mg	Questran Pwd packets	E-Mycin tabs 250mg
185 E.E.S. Liq 200	Zovirax oint 5%	Adipex-P tabs 37.5mg
186 Norinyl 1-35 21 Wallette	Desyrel tabs 100mg	Robaxin-750mg tabs
187 K-Lyte org 25mEq	Timoptic 0.25% opht 15ml	Anusol-HC supp
188 Premarin vag cream/appl 45gm	Lasix tabs 20mg	Elavil tabs 25mg
189 Norinyl 1-50 21 Wallette	Rufen tabs 600mg	Zyloprim tabs 300mg
190 Ovral-28 pilpak	Glucotrol tabs 10mg	Ativan 2mg tabs
191 Materna tabs	Lomotil tabs 2.5mg	Capoten tabs 12.5mg
192 Aldactazide tabs 25/25	Naldecon tabs	Parlodel tabs 2.5mg
193 Midrin caps	Tonocard tabs 400m[illegible]	Macrodantin caps 100mg
194 Omnipen caps 500mg	Synalgos-DC caps	Quinamm Tabs
195 Phenergan VC w/codeine syrup	Synthroid tabs 0.15mg	Thyroid tabs 1gr
196 Cleocin T 1% soln.	Monistat Dual-Pak	Dilantin 125 Susp
197 Cortisporin otic susp 10ml	Fiorinal tabs	Triavil 2-25 tabs
198 Persantine tabs 25mg	Sinemet 10/100 tabs	Synthroid tabs 0.05mg
199 Antivert tabs 25mg	Visken tabs 5mg	Augmentin 500mg tabs
200 Naldecon tabs	Serax caps 15mg	Ceclor sus 250mg/5ml 75ml

*Based on AWP cost

Top 200 Ranked by Manufacturer

	Number Of Rxs	$ Volume	$ Margin
ABBOTT			
Erythrocin tabs 250mg	163	—	177
E.E.S 400 filmtabs	23	71	20
E.E.S. Liq. 200	185	—	—
K tabs 750mg	76	141	96
Tranxene caps 3.75mg	121	118	104
Tranxene caps 7.5mg	78	48	62
AYERST			
Inderal tabs 20mg	58	50	91
Inderal LA caps 80mg	115	98	124
Inderal tabs 10mg	75	101	115
Inderal tabs 40mg	62	36	114
Inderal tabs 80mg	—	165	—
Premarin tabs 0.625mg cycle pk	16	32	26
Premarin tabs 0.3mg	173	—	176
Premarin tabs 1.25mg	38	57	75
Premarin vag cream/appl 45gm	188	—	173
BECTON DICKINSON			
Insulin Syr. LoDose U100	73	107	—
BEECHAM			
Amoxil caps 250mg	41	120	39
Amoxil caps 500mg	70	121	85
Amoxil chewable tabs 250mg	137	—	158
Amoxil susp 125mg/5ml 100ml	25	154	42
Amoxil susp 250mg/5ml 100ml	15	66	25
Augmentin 250mg tabs	160	123	105
Augmentin 500mg tabs	—	152	199
BERLEX			
Deconamine-SR caps	177	—	147
Quinaglute Duratabs 324mg	—	132	—
BOEHRINGER INGELHEIM			
Alupent M.D. Inhaler 15ml	143	169	127
Alupent syr	94	—	97
Catapres tabs 0.1mg	84	95	76
Catapres tabs 0.2mg	166	102	181
Persantine tab 50mg	116	72	140
Persantine tabs 25mg	198	182	—
Persantine tabs 75mg	169	85	—
BOOTS			
Rufen tabs 400mg	152	—	121
Rufen tabs 600mg	139	189	118
BRISTOL			
Naldecon ped syr	154	—	123
Naldecon tabs	200	192	165
BURROUGHS WELLCOME			
Cortisporin otic susp 10ml	197	—	—
Empirin/cod No.3 30mg tab	179	—	133
Lanoxin tablets 0.125mg	7	62	5
Lanoxin tablets 0.25mg	8	75	15
Septra-DS tabs	69	108	100
Zovirax caps 200mg	184	100	136
Zyloprim tabs 300mg	153	145	189
Zovirax oint 5%	—	185	—
CIBA			
Slow K tablets 600mg	10	26	8
Transderm-Nitro 5mg Dsk 7	104	34	82
Transderm-Nitro 10mg 30 dsk	—	87	179
DISTA PRODUCTS			
Ceclor Pulv 250mg	51	22	38
Ceclor Pulv 500mg	—	161	—
Ceclor Susp 125mg/5ml 75ml	159	176	155
Ceclor Susp 250mg/5ml 75ml	144	91	200
Keflex pul 500mg	39	7	12
Keflex pul 250mg	20	13	7
Nalfon tabs 600mg	122	78	93
DUPONT			
Coumadin tabs 5mg	117	166	116
Percocet-5 tabs	164	163	89
Percodan tabs	97	122	59
FISONS			
Nasalcrom Spray 13ml	120	173	138
FLINT			
Synthroid tabs 0.15mg	96	195	109
Synthroid tabs 0.2mg	156	—	174
Synthroid tabs 0.1mg	44	131	51
Synthroid tabs 0.05mg	—	—	198
GEIGY			
Lopressor tabs 50mg	21	21	30
Lopressor tabs 100mg	67	25	77
Tegretol tabs 200mg	101	45	73
GENERIC			
Acetaminophen w/cod 30mg	103	—	95
Amoxicillin caps 250mg	130	—	—
Furosemide tabs 40mg	102	—	84
Hydrochlorothiazide tabs 50mg	52	—	65
Thryoid tabs 1gr	168	—	195
Trimeth/Sulfa DS tabs	175	—	126
Propoxy/Nap/APAP 100/650mg	—	—	182
GLAXO INC.			
Beconase Inhaler 16.8gm	133	—	—
Ventolin inhaler refill	36	46	60
Zantac tabs 150mg	6	1	18
Zantac tabs 300mg	—	73	—
HOECHST			
Diabeta tabs 5mg	113	79	81
Lasix tabs 40mg	12	41	17
Lasix tabs 20mg	66	188	69
Trental tabs 400mg	93	44	64
JANSSEN			
Imodium caps 2mg	—	—	169
KEY			
Theo-Dur tabs 300mg	24	31	24

Top 200 Ranked by Manufacturer

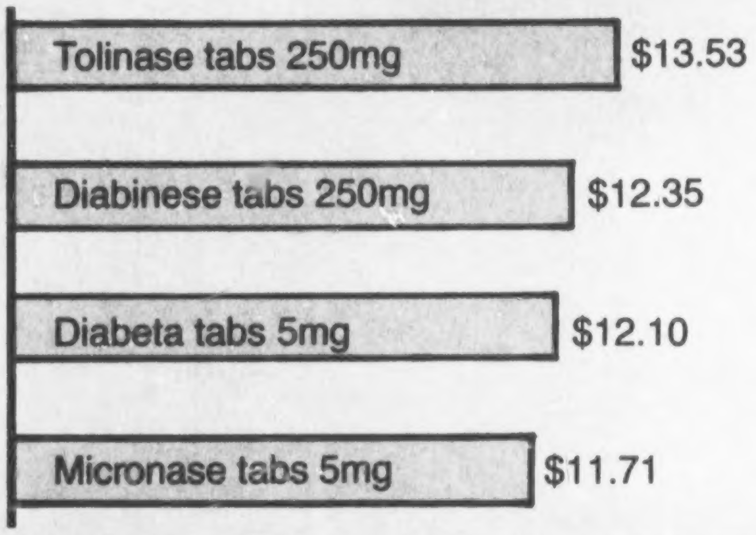
	Number Of Rxs	$ Volume	$ Margin
Theo-Dur tabs 200mg	43	58	36
Nitro-Dur II 5mg/10cm	—	114	—
KNOLL			
Vicodin tabs	31	68	14
Isoptin tabs 80mg	—	124	157
LAKESIDE			
Tenuate Dospan 75mg	—	—	172
LEDERLE			
Achromycin V caps 250mg	111	—	161
Ledercillin VK tabs 250mg	110	—	135
Ledercillin VK tabs 500mg	149	—	—
Materna tabs	191	—	183
Maxzide tabs	29	39	29
Minocin caps 100mg	—	106	—
Minocin tabs 100mg	—	179	—
LEMMON			
Adipex-P tabs 37.5mg	—	—	185
LILLY			
Darvocet-N 100mg	3	9	3
Humulin N 100U 10ml	91	70	107
Insulin Lente U100 CP410	114	117	—
Insulin NPH U100 10ml CP310	47	59	119
Darvon Cpd-65 pul	—	—	154
MARION			
Carafate tabs 1gm	87	—	70
Cardizem tabs 30mg	48	23	48
Cardizem tabs 60mg	59	12	50
Ditropan tabs 5mg	—	—	170
McNEIL			
Parafon Forte tabs	150	128	86
Tolectin DS caps 400mg	135	64	144
Tylenol w/cod #3 tabs	2	17	2
Tylenol w/cod #4 60mg tabs	46	81	23
Tylox caps	124	—	71
MEAD JOHNSON			
Desyrel tabs 50mg	112	97	78
Duricef caps 500mg	92	37	52
Klotrix tabs 10mEq	109	174	106
K-Lyte org 25mEq	187	158	164
Desyrel tabs 100mg	—	186	—
Questran Pwd packets	—	184	—
MERCK SHARPE & DOHME			
Aldomet tabs 250mg	40	30	47
Aldomet tabs 500mg	—	105	—
Aldoril-25 tabs	141	103	153
Clinoril tabs 150mg	181	86	149
Clinoril tabs 200mg	61	18	45
Elavil tabs 25mg	—	—	188
Flexeril 10mg tablets	26	20	16
Hydrodiuril tabs 50mg	140	—	163
Indocin caps 25mg	174	137	148
Indocin SR 75mg	151	80	142
Moduretic tabs 5/50mg	35	38	33
Sinemet 10/100 tabs	—	198	—
Sinemet 25/100 tabs	—	134	—
Sinemet 25/250 tabs	—	162	—
Timoptic 0.25% opht 15ml	—	187	—
Timoptic 0.5% ophth 15ml	55	29	53
Tonocard tabs 400mg	—	193	—
Triavil 2-25 tabs	—	143	197
UD Dolobid tabs 500mg	95	52	63
Vasotec 5mg tab	85	47	74
Vasotec 10mg tab	183	110	167
MERRELL DOW			
Nicorette Gum 2mg	105	82	102
Seldane tab 60mg	9	10	4
Lorelco tabs 250mg	—	157	—
Quinamm tabs	—	194	—
NORWICH EATON			
Entex-LA	57	115	44
Macrodantin caps 50mg	132	147	103
Macrodantin caps 100mg	—	180	193
ORTHO PHARMACEUTICALS			
Monistat Dual-Pak	148	196	—
Monistat-7 Vag w/app 45gm	42	65	54
Ortho Novum 1/35 21 Ref	99	130	—
Ortho Novum 1/35 28 Ref	32	51	—
Ortho Novum 1/50 21 Ref	126	—	—
Ortho Novum 1/50 28 Ref	90	127	—
Ortho Novum 1/50 21 Ref 48s	—	167	—
Ortho Novum 7/7/7-21 Dpk	131	175	—
Ortho Novum 7/7/7-28 pk	27	53	—
PARKE DAVIS			
Amcill caps 500mg	180	—	—
Eryc caps 250mg	53	112	41
Nitrostat tabs 0.4mg	71	—	111
Dilantin kapseals 100mg	11	24	21
Lopid caps 300mg	—	116	—
Meclomen caps 100mg	—	159	—
Procan SR tabs 500mg	—	177	—
Anusol-HC supp	—	—	187
Dilantin 125 Susp	—	—	196
PENNWALT			
Ionamin-30 caps	—	—	137
Tussionex susp	—	—	156
PFIZER			
Diabinese tabs 250mg	83	49	88
Feldene capsules 20mg	18	4	9
Minipress caps 1mg	74	83	68
Minipress caps 2mg	138	93	129
Minipress caps 5mg	—	168	—
UD Procardia capsules 10mg	14	6	19
REED CARNRICK			
Midrin caps	193	—	—
RIKER			
Norgesic Forte tabs	—	149	160
A.H. ROBINS			
Donnatal tabs	134	—	130
Micro-K 10 Extencaps 750mg	106	178	83

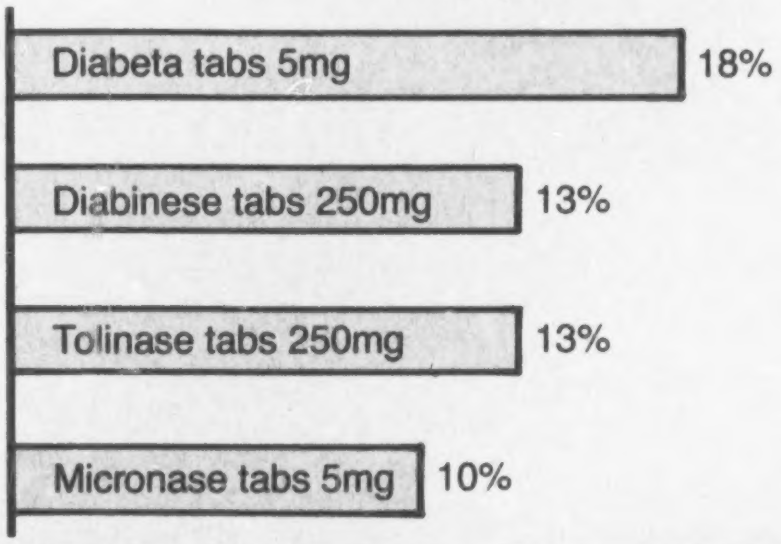
Top 200 Ranked by Manufacturer

	Number Of Rxs	$ Volume	$ Margin
Micro-K caps 8mEq	50	113	40
Reglan tabs 10mg	82	69	67
Quinidex extentabs	—	148	—
Robaxin-750mg tabs	—	—	186
ROCHE			
Bactrim-DS tabs	60	76	49
Dalmane caps 30mg	77	125	55
Dalmane caps 15mg	—	—	159
Librax caps	165	138	134
Valium tabs 5mg	13	15	6
Valium tabs 10mg	86	43	57
Valium tabs 2mg	171	—	151
Accutane caps 40mg	—	133	—
ROERIG			
Antivert tabs 25mg	199	—	168
Glucotrol tabs 5mg	76	171	139
Glucotrol tabs 10mg	—	190	—
ROSS			
Pediazole susp 150ml	118	150	178
SANDOZ			
Fiorinal tabs	142	197	112
Fiorinal w/Cod No. 3	79	94	46
Restoril caps 30mg	98	139	72
Tavist-D tabs	89	109	108
UD Restoril caps 15mg	127	183	94
Carafate tabs 1gm	—	28	—
Parlodel tabs 2.5mg	—	126	192
Sandimmune 100mg/ml 50ml	—	104	—
Visken tabs 5mg	—	199	—
Synalgos-DC caps	125	194	87
SCHERING			
Lotrimin Cr 1% 90gm	107	164	131
Lotrisone Crm 15gm	119	146	92
Proventil inhaler Rfl 17gm	37	55	34
Trinalin tabs	128	140	120
SEARLE			
Aldactazide tabs 25/25	192	—	—
Calan tabs 80mg	147	90	145
Lomotil tabs 2.5mg	123	191	113
SKF			
Dyazide capsules	1	3	1
Ornade Span modified	162	156	152
Tagamet tabs 300mg	4	2	13
Tagamet tabs 400mg	64	14	99
Tagamet tabs 800mg	—	119	—
SQUIBB			
Capoten tabs 12.5mg	—	160	191
Capoten tabs 25mg	28	16	32
Capoten tabs 50mg	—	61	—
Corgard tabs 40mg	88	56	110
Corgard tabs 80mg	—	144	—
STUART			
Stuartnatal 1+1 tabs	167	—	171
Tenoretic tabs 50mg	157	99	132
Tenormin tabs 100mg	155	77	—
UD Tenormin tablets 50mg	5	5	10
Nolvadex tabs 10mg	—	60	—
SYNTEX			
Anaprox tabs 275mg	72	63	66
Naprosyn tabs 375mg	22	8	22
Naprosyn tabs 250mg	108	40	80
Naprosyn tabs 500mg	45	11	35
Nasalide Soln. 0.25% 25ml	178	172	162
Norinyl 1/35 21 Wallette	186	—	—
Norinyl 1/50 21 Wallette	189	—	—
UPJOHN			
Cleocin T 1% soln.	196	—	—
E-Mycin E.C. tabs 333mg	65	129	61
E-Mycin tabs 250mg	158	—	184
Halcion tabs 0.25mg	56	88	31
Halcion tabs 0.5mg	80	111	58
Medrol 4mg 21 dosepk	129	181	101
Micronase tabs 5mg	81	54	125
Motrin tab 800mg	30	33	28
Motrin tabs 600mg	17	27	90
Motrin tabs 400mg	33	74	56
Provera tabs 10mg	49	89	43
UD Xanax tablets 0.5mg	19	19	11
Xanax tabs 0.25mg	34	42	27
Xanax tabs 1mg	145	67	98
WALLACE			
Tussi-Organidin Liquid	146	—	117
Tussi-Organidin DM	170	—	141
Soma 350mg tabs	—	155	128
WINTHROP-BREON			
Danocrine caps 200mg	—	142	—
Talwin NX tabs	161	136	79
WYETH			
Ativan tabs 0.5mg	—	—	175
Ativan tabs 1mg	54	35	37
Ativan tabs 2mg	—	151	190
Lo/Ovral 21 pk	63	84	—
Lo/Ovral-28	68	96	—
Omnipen caps 250mg	182	—	166
Omnipen caps 500mg	194	—	150
Orudis caps 75mg	—	92	122
Ovral-21 3-Pk	136	170	—
Ovral-28 pilpak	190	—	—
Phenergan VC w/cod syrup	195	—	180
Phenergan w/cod syrup	172	—	143
Serax caps 15mg	—	200	—
Tri-Phasil 28	100	135	—

Diabinese Tabs 250mg Pfizer—Avg. Rx #29 $12.35 Avg. % Gross Margin 13% Avg. % Refill 70%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% Refill	50.00	50.00	75.00	42.86	33.33	72.45	72.73	76.24	68.94	52.94	70.02
% of Rx Dispensed	0.98	0.59	0.39	0.69	0.29	28.99	4.33	9.96	52.07	1.67	**100.00**
Average GM %	51.07	44.49	38.26	37.72	24.70	24.28	23.04	16.95	10.20	5.88	13.46
Profitability Ratio*	5	6	8	7	10	1	4	3	2	9	—


Average Retail Price
Per Script

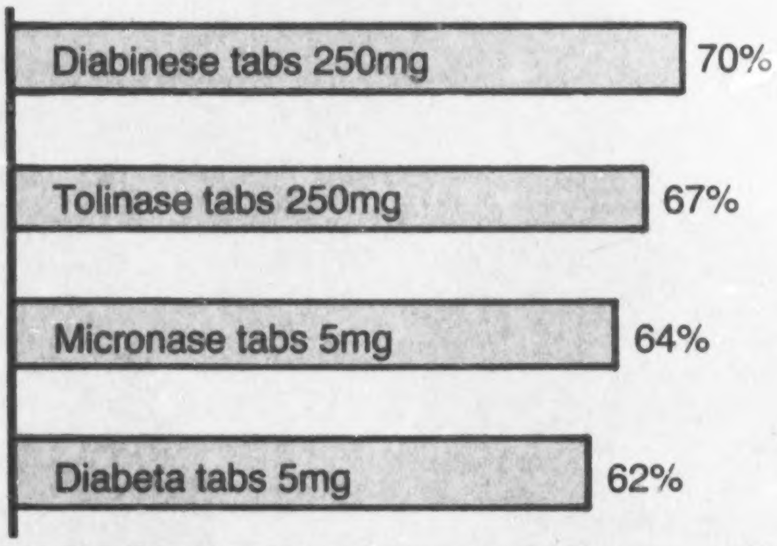

Average % Gross Margin
Per Script

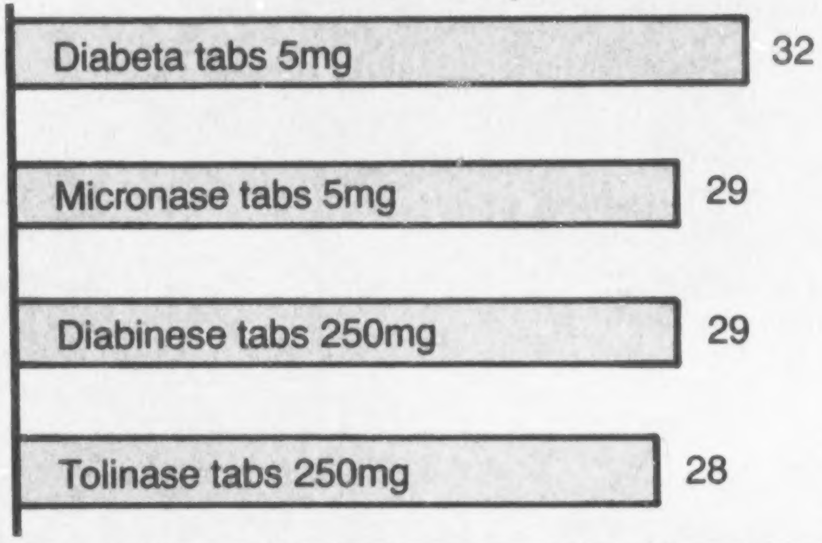
Diabeta Tabs 5mg Hoechst—Avg. Rx #32 $12.10 Avg. % Gross Margin 18% Avg. % Refill 62%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% Refill	42.86	50.00	100.00	00.00	20.00	62.50	63.64	75.86	62.16	56.04	62.05
% of Rx Dispensed	0.86	1.73	0.24	0.74	0.61	21.75	2.71	10.75	49.32	11.24	**100.00**
Average GM %	58.04	49.05	50.15	31.70	33.28	32.47	30.53	23.66	15.64	10.24	17.69
Profitability Ratio*	7	5	10	8	9	2	6	3	1	4	—

Tolinase Tabs 250mg Upjohn—Avg. Rx #28 $13.53 Avg. % Gross Margin 13% Avg. % Refill 67%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% Refill	50.00	100.00	00.00	75.00	00.00	71.64	75.00	64.00	67.57	41.67	67.30
% of Rx Dispensed	0.76	0.38	00.00	1.52	00.00	25.47	1.52	9.50	56.27	4.56	**100.00**
Average GM %	45.85	27.43	00.00	38.17	00.00	24.08	22.74	16.83	11.48	7.71	13.48
Profitability Ratio*	5	8	9	4	10	2	6	3	1	7	—


Average Refill %


Average Quantity Dispensed
Per Script

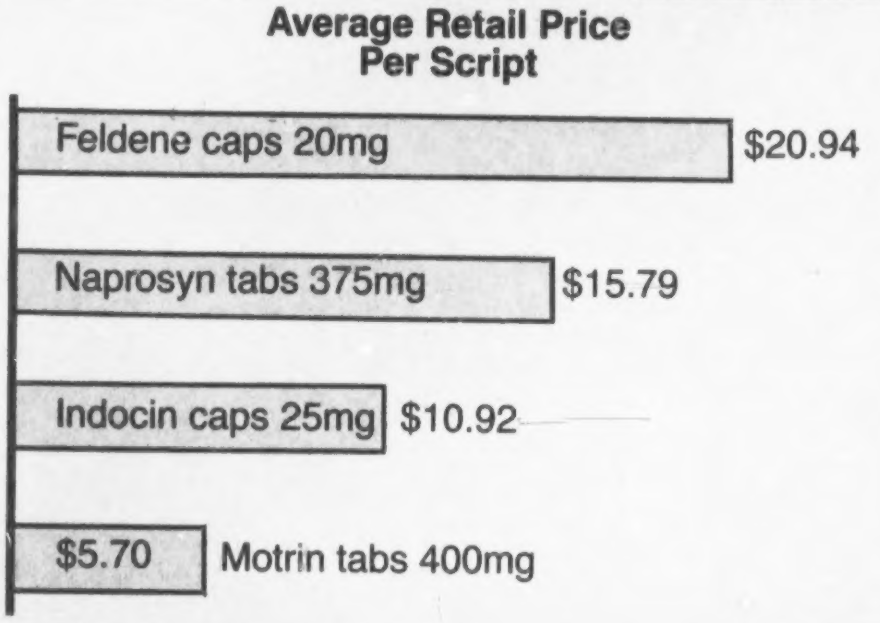
Micronase Tabs 5mg Upjohn—Avg. Rx #29 $11.71 Avg. % Gross Margin 10% Avg. % Refill 64%

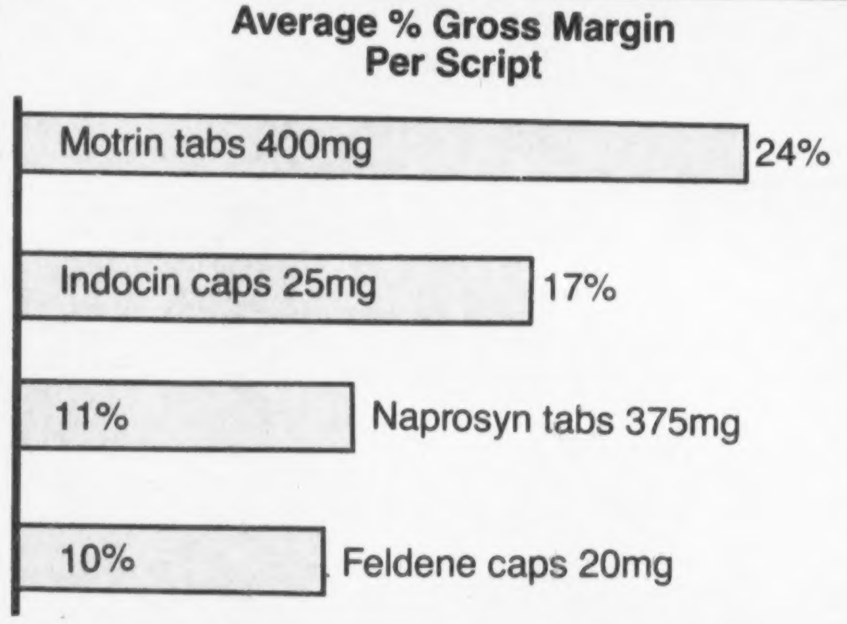
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	**Total**/Avg.
% Refill	55.56	50.00	00.00	40.00	100.00	59.92	61.11	72.12	64.47	66.22	63.90
% of Rx Dispensed	1.00	0.89	00.00	0.56	0.22	27.69	2.01	11.65	47.64	8.29	**100.00**
Average GM %	27.71	38.00	00.00	36.59	22.50	20.71	26.17	20.37	8.71	– 7.38	9.70
Profitability Ratio*	6	5	9	7	8	1	4	3	2	10	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

Feldene Caps 20mg Pfizer—Avg. Rx #22 $20.94 Avg. % Gross Margin 10% Avg. % Refill 53%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	Total/Avg.
% Refill	37.50	34.01	25.00	46.91	26.92	56.22	60.00	60.40	62.73	66.67	53.22
% of Rx Dispensed	5.34	8.22	0.16	6.76	1.08	62.11	5.22	4.21	6.72	0.12	**100.00**
Average GM %	25.78	17.76	24.50	11.07	11.63	9.23	9.67	8.61	6.81	1.75	9.61
Profitability Ratio*	3	2	9	4	8	1	5	7	6	10	—


Average Retail Price Per Script

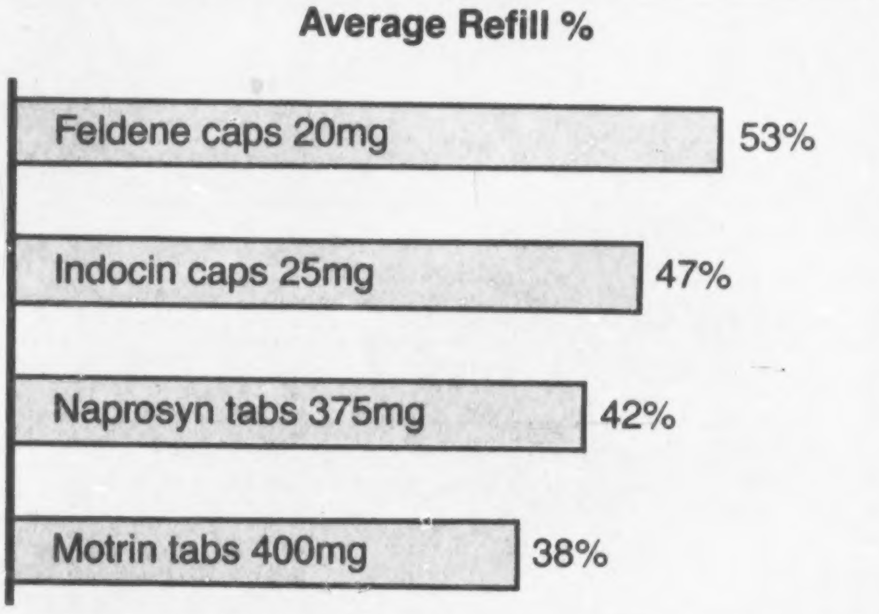

Average % Gross Margin Per Script

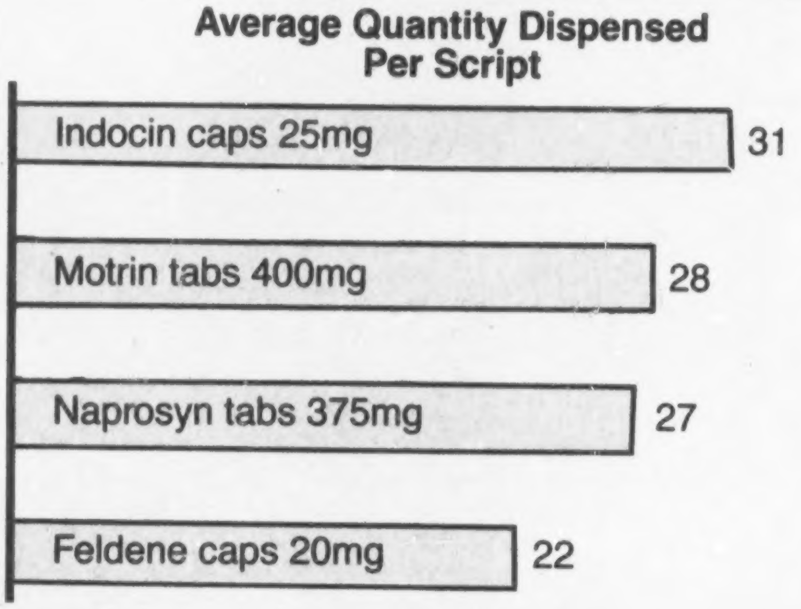
Indocin Caps 25mg MSD—Avg. Rx #31 $10.92 Avg. % Gross Margin 17% Avg. % Refill 47%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	Total/Avg.
% Refill	57.14	50.00	50.00	10.00	26.09	37.13	33.33	50.00	58.90	58.82	46.93
% of Rx Dispensed	1.19	2.73	0.34	5.11	3.92	28.49	0.51	17.40	37.37	2.90	**100.00**
Average GM %	48.74	44.63	43.37	38.17	30.71	29.01	33.83	21.47	11.63	7.82	17.43
Profitability Ratio*	7	5	10	4	6	1	9	3	2	8	—

Motrin Tabs 400mg Upjohn—Avg. Rx #28 $5.70 Avg. % Gross Margin 24% Avg. % Refill 38%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	Total/Avg.
% Refill	23.26	26.32	33.33	13.85	36.67	28.95	42.11	31.53	52.73	58.24	38.42
% of Rx Dispensed	2.44	2.15	0.17	7.37	1.70	21.56	1.07	23.04	35.30	5.16	**100.00**
Average GM %	63.04	57.45	51.38	48.13	37.91	34.70	25.44	28.94	18.42	8.17	23.85
Profitability Ratio*	5	6	10	4	7	1	9	2	3	8	—


Average Refill %


Average Quantity Dispensed Per Script

Naprosyn Tabs 375mg Syntex—Avg. Rx #27 $15.79 Avg. % Gross Margin 11% Avg. % Refill 42%

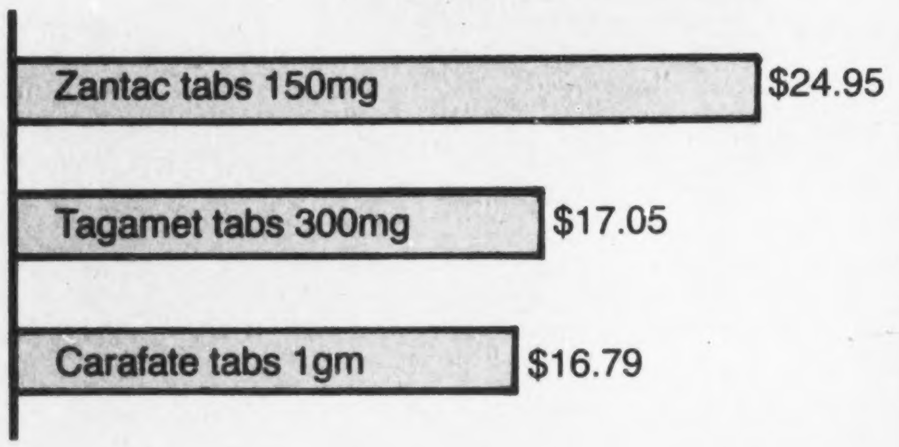
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100 +	Total/Avg.
% Refill	12.50	20.22	16.67	20.88	25.00	33.22	28.00	51.56	53.85	60.00	41.56
% of Rx Dispensed	1.44	4.02	0.27	11.26	1.80	26.41	1.13	13.07	39.89	0.67	**100.00**
Average GM %	45.54	27.80	15.72	21.23	25.78	15.85	2.72	15.72	6.55	4.00	10.84
Profitability Ratio*	6	5	8	3	7	1	9	4	2	10	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

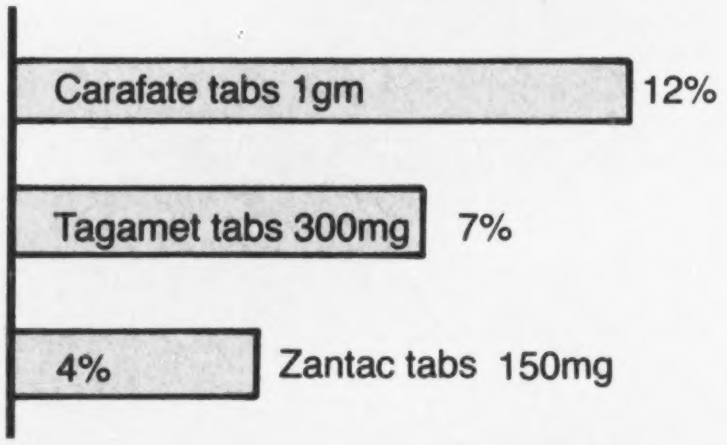
Carafate Tabs 1gm Marion—Avg. Rx #37 $16.79 Avg. % Gross Margin 12% Avg. % Refill 49%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	43.75	45.45	100.00	41.18	00.00	42.14	55.56	56.48	50.29	47.02	48.99
% of Rx Dispensed	1.62	1.11	0.10	1.72	0.10	14.19	0.91	10.95	52.23	17.03	**100.00**
Average GM %	43.56	35.81	32.08	31.09	27.41	22.94	28.07	17.47	11.24	7.23	11.76
Profitability Ratio*	5	7	9	6	10	2	8	3	1	4	—

Average Retail Price Per Script



Average % Gross Margin Per Script



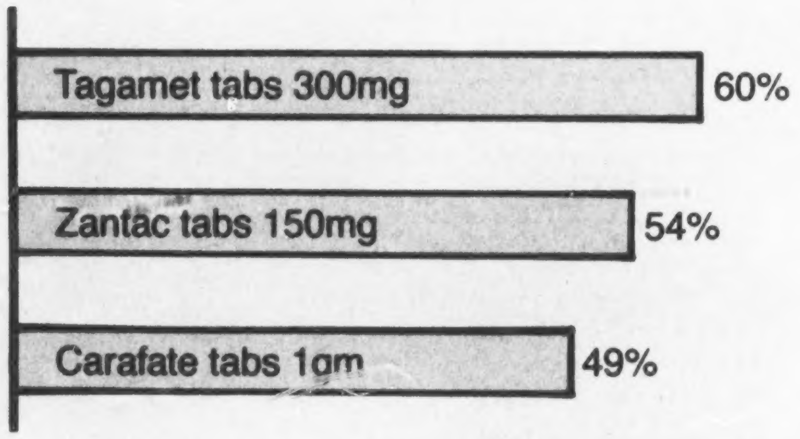
Tagamet Tabs 300mg SKF—Avg. Rx #34 $17.05 Avg. % Gross Margin 7% Avg. % Refill 60%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	57.89	62.50	100.00	40.38	41.67	58.61	57.14	57.61	61.64	61.17	60.03
% of Rx Dispensed	1.40	0.98	0.02	1.28	0.59	15.59	0.68	15.69	53.57	10.15	**100.00**
Average GM %	39.61	29.67	31.63	27.78	29.57	19.92	19.51	12.15	4.63	2.68	6.62
Profitability Ratio*	4	6	10	5	8	1	9	3	2	7	—

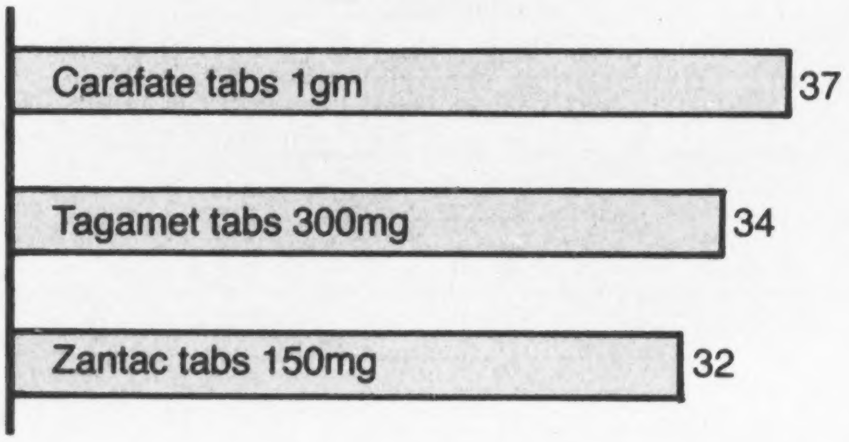
Zantac Tabs 150mg Glaxo—Avg. Rx #32 $24.95 Avg. % Gross Margin 4% Avg. % Refill 54%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	47.25	47.62	00.00	44.27	37.50	53.25	52.27	55.87	55.53	68.18	53.79
% of Rx Dispensed	2.36	3.82	0.07	4.99	0.62	25.99	1.14	9.31	51.07	0.57	**100.00**
Average GM %	22.53	17.12	9.89	7.41	11.74	7.93	10.92	– 0.23	3.42	3.74	4.33
Profitability Ratio*	4	3	9	5	7	1	6	10	2	8	—

Average Refill %



Average Quantity Dispensed Per Script



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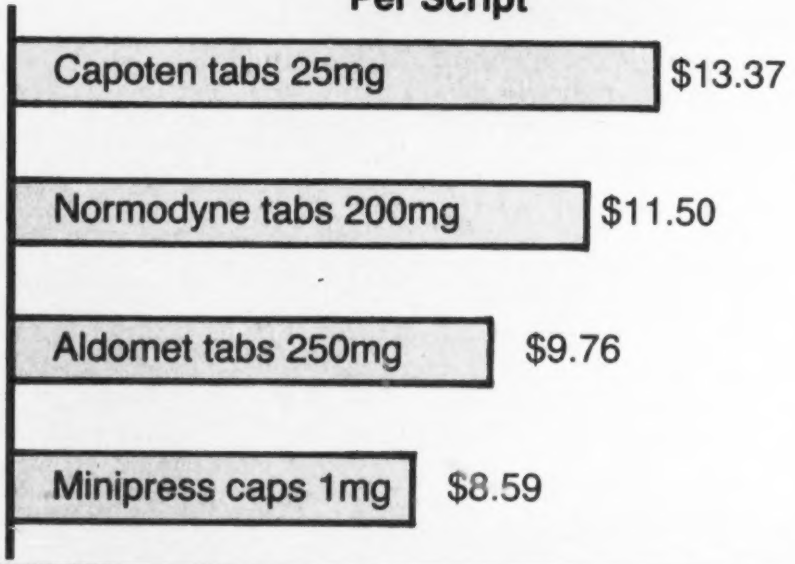
*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

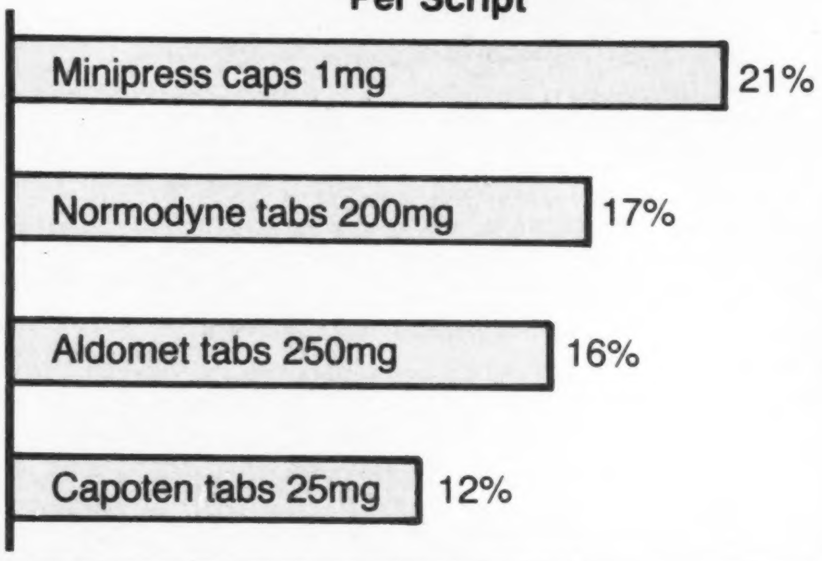
Minipress Caps 1mg Pfizer—Avg. Rx #32 $8.59 Avg. % Gross Margin 21% Avg. % Refill 68%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	00.00	80.00	00.00	60.00	75.00	56.00	46.15	75.47	70.58	69.44	68.29
% of Rx Dispensed	0.27	0.90	00.00	0.90	0.36	13.55	1.17	4.78	71.54	6.50	**100.00**
Average GM %	66.00	52.20	00.00	48.67	51.73	39.15	36.77	36.41	19.28	12.12	20.80
Profitability Ratio*	9	5	10	6	8	2	7	3	1	4	—

Average Retail Price Per Script



Average % Gross Margin Per Script



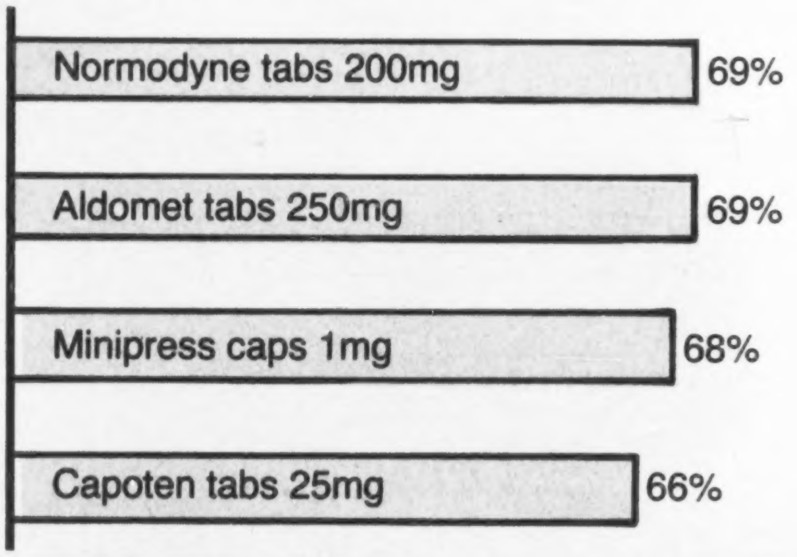
Capoten Tabs 25mg Squibb—Avg. Rx #32 $13.37 Avg. % Gross Margin 12% Avg. % Refill 66%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	57.14	54.55	100.00	73.68	83.33	62.66	89.47	63.07	67.44	64.29	66.32
% of Rx Dispensed	0.42	1.33	0.06	1.15	0.36	14.11	1.15	10.66	65.65	5.08	**100.00**
Average GM %	43.92	40.97	41.58	34.64	45.45	26.70	26.20	21.21	10.43	5.30	12.31
Profitability Ratio*	8	4	10	5	9	2	6	3	1	7	—

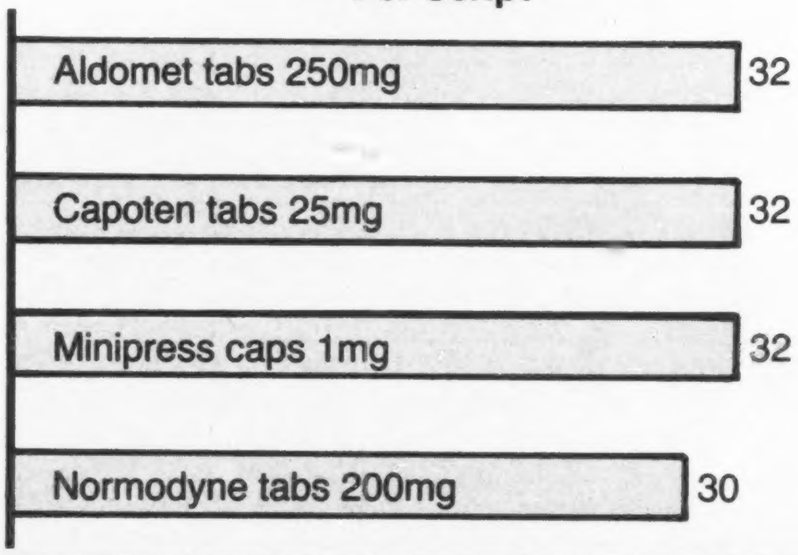
Normodyne Tabs 200mg Schering—Avg. Rx #30 $11.50 Avg. % Gross Margin 17% Avg. % Refill 69%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	100.00	42.86	100.00	100.00	00.00	75.68	37.50	63.64	68.78	90.91	68.75
% of Rx Dispensed	0.31	2.18	0.31	0.31	00.00	11.56	2.50	10.31	69.06	3.43	**100.00**
Average GM %	45.32	47.50	41.76	49.86	00.00	32.64	33.42	21.58	15.63	8.52	17.25
Profitability Ratio*	8	4	9	7	10	2	5	3	1	6	—

Average Refill %



Average Quantity Dispensed Per Script



Aldomet Tabs 250mg MSD—Avg. Rx #32 $9.76 Avg. % Gross Margin 16% Avg. % Refill 69%

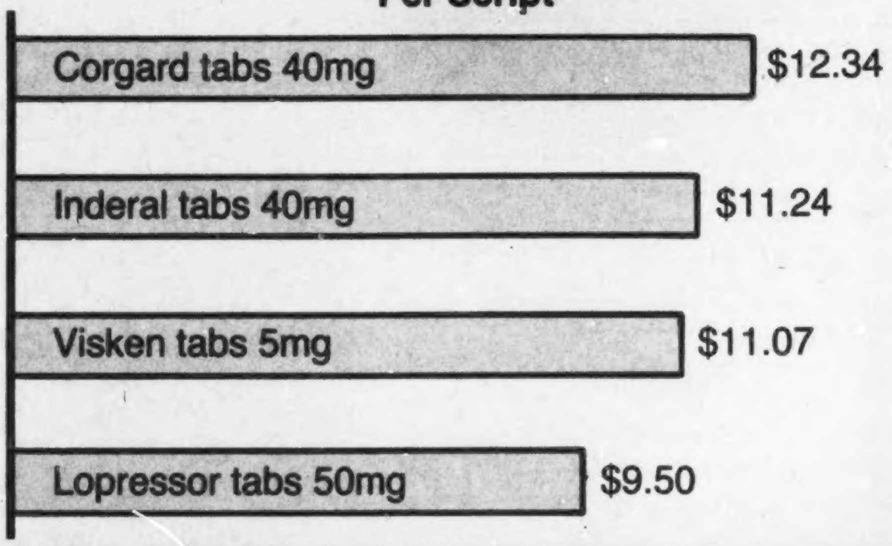
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% of Refill	72.73	50.00	00.00	53.85	66.67	67.24	73.68	68.22	69.01	73.75	69.14
% of Rx Dispensed	0.66	0.24	00.00	0.78	0.18	10.48	1.14	6.44	70.40	9.64	**100.00**
Average GM %	54.21	51.18	00.00	46.59	46.78	37.07	37.52	26.07	14.68	10.64	15.98
Profitability Ratio*	6	8	10	7	9	2	5	3	1	4	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

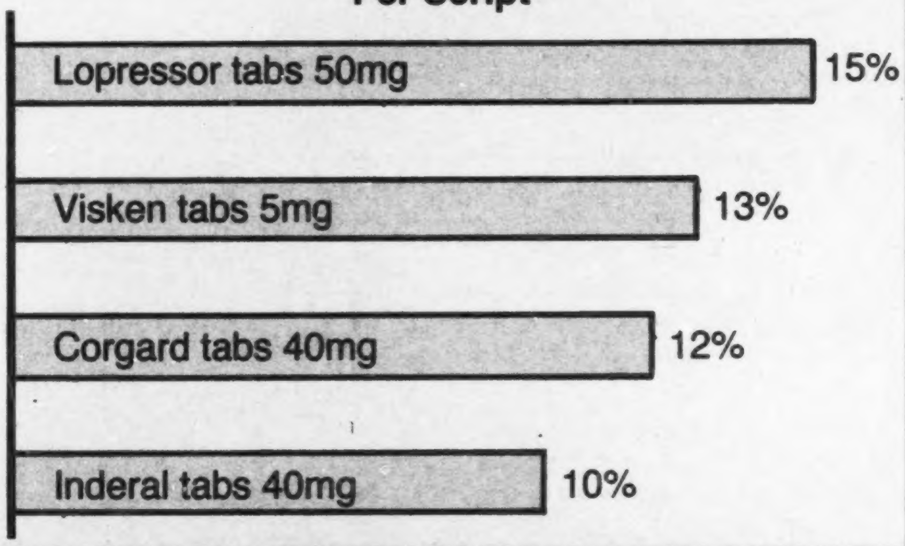
Corgard Tabs 40mg Squibb—Avg. Rx #25 $12.34 Avg. % Gross Margin 12% Avg. % Refill 68%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	50.00	61.29	77.78	58.82	75.00	69.08	71.83	69.57	68.33	45.45	68.37
% of Rx Dispensed	0.81	3.16	0.91	1.73	0.40	42.24	7.24	11.73	30.61	1.12	**100.00**
Average GM %	52.75	32.29	26.64	24.46	31.70	14.52	21.11	15.96	8.68	5.13	12.29
Profitability Ratio*	6	5	8	7	9	1	4	3	2	10	—

Average Retail Price Per Script



Average % Gross Margin Per Script



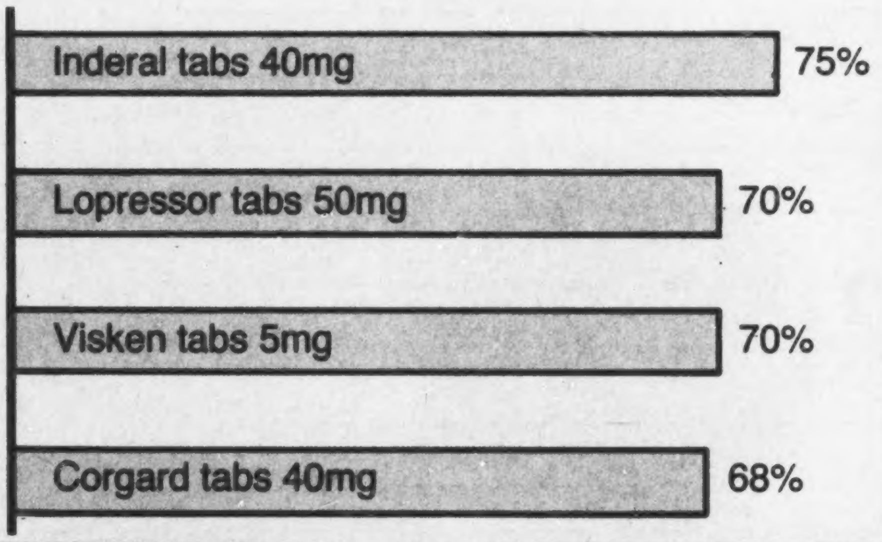
Inderal Tabs 40mg Ayerst—Avg. Rx #36 $11.24 Avg. % Gross Margin 10% Avg. % Refill 75%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	50.00	78.57	100.00	16.67	100.00	70.13	50.00	71.05	77.35	69.81	74.90
% of Rx Dispensed	0.31	1.10	0.07	0.47	0.23	6.05	0.31	5.97	68.76	16.67	**100.00**
Average GM %	54.89	33.34	36.94	34.51	44.98	32.49	31.24	21.32	9.69	6.54	10.03
Profitability Ratio*	6	5	10	7	8	2	9	3	1	4	—

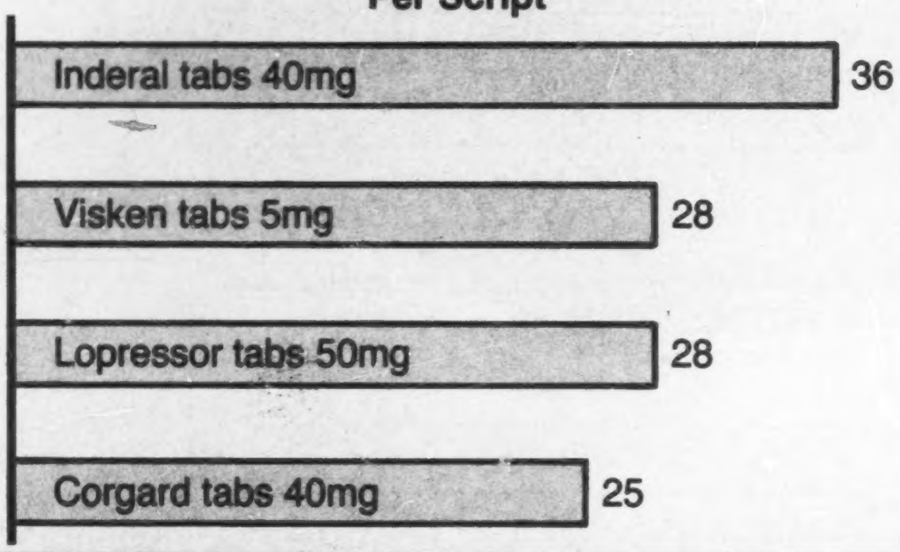
Lopressor Tabs 50mg Geigy—Avg. Rx #28 $9.50 Avg. % Gross Margin 15% Avg. % Refill 70%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	25.00	75.00	00.00	33.33	25.00	69.94	72.94	73.23	69.61	71.19	69.71
% of Rx Dispensed	0.55	1.65	0.04	0.55	0.18	21.98	3.90	9.08	59.33	2.70	**100.00**
Average GM %	49.43	39.87	48.19	42.23	28.61	28.04	28.95	21.78	11.81	9.26	15.03
Profitability Ratio*	6	5	10	8	9	2	4	3	1	7	—

Average Refill %



Average Quantity Dispensed Per Script



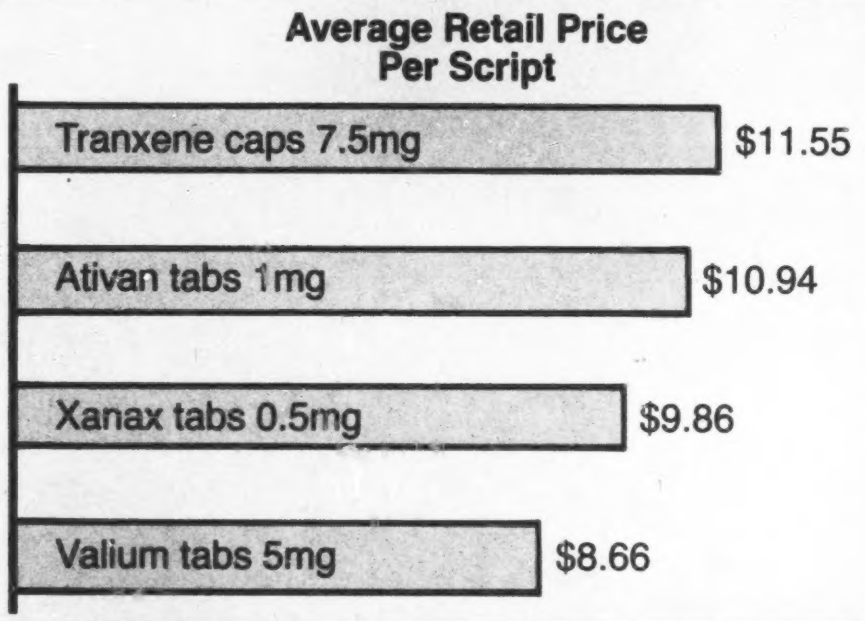
Visken Tabs 5mg Sandoz—Avg. Rx #28 $11.07 Avg. % Gross Margin 13% Avg. % Refill 70%

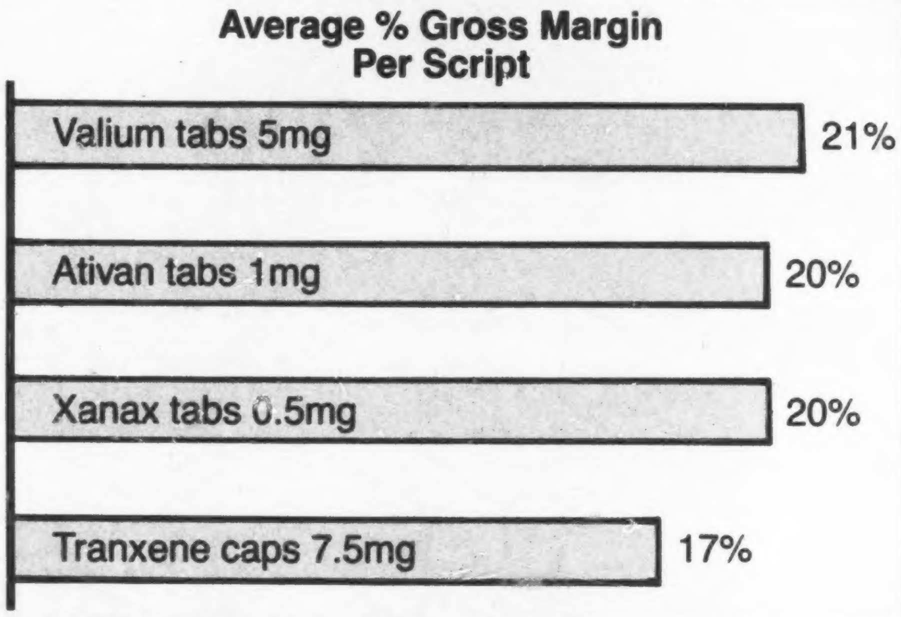
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	75.00	100.00	00.00	100.00	00.00	61.29	100.00	75.00	70.20	68.75	70.05
% of Rx Dispensed	1.04	1.30	0.26	0.52	00.00	16.14	1.82	8.33	66.40	4.16	**100.00**
Average GM %	58.42	56.99	42.29	24.35	00.00	29.75	26.82	22.68	11.20	– 0.66	13.08
Profitability Ratio*	5	4	8	7	9	2	6	3	1	10	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

Tranxene Caps 7.5mg Abbott—Avg. Rx #28 $11.55 Avg. % Gross Margin 17% Avg. % Refill 45%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	36.84	40.91	00.00	25.00	44.83	44.27	50.00	43.48	47.96	63.16	45.17
% of Rx Dispensed	1.74	2.02	00.00	3.31	2.66	28.88	2.20	19.04	38.36	1.74	**100.00**
Average GM %	50.10	41.51	00.00	32.29	32.77	27.31	26.56	18.81	12.11	8.93	17.08
Profitability Ratio*	5	7	10	4	6	1	8	3	2	9	—


Average Retail Price Per Script

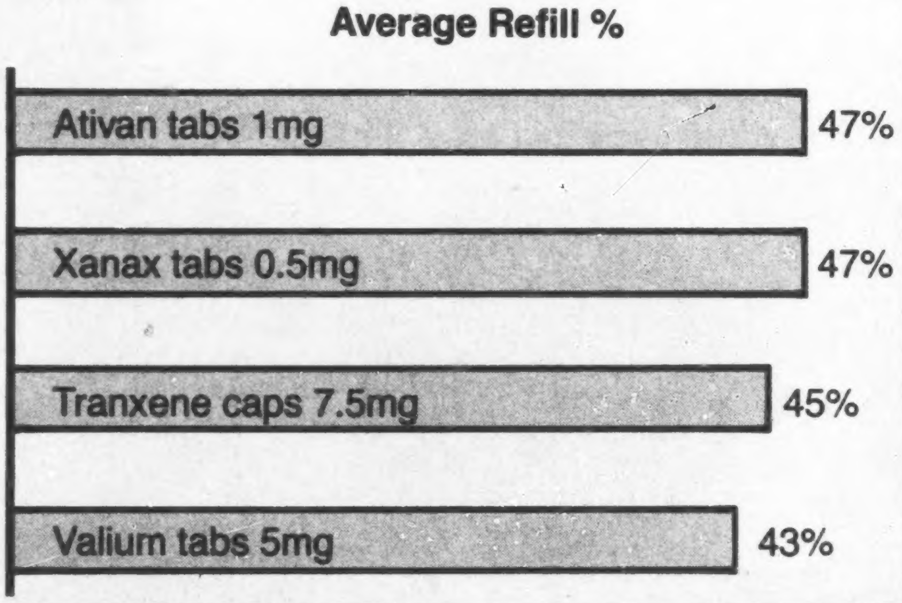

Average % Gross Margin Per Script

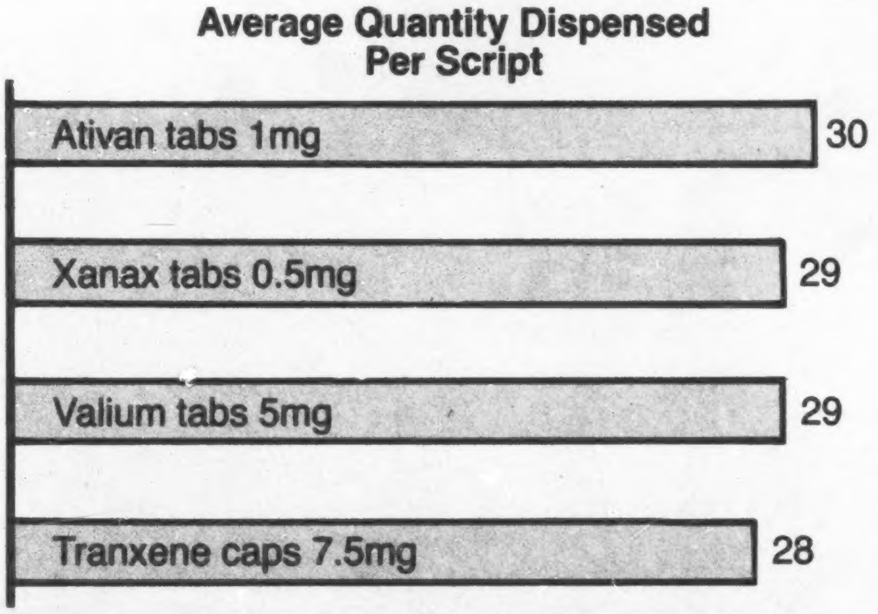
Valium Tabs 5mg Roche—Avg. Rx #29 $8.66 Avg. % Gross Margin 21% Avg. % Refill 43%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	14.41	33.33	00.00	26.88	43.59	39.90	42.50	45.85	48.99	58.82	42.81
% of Rx Dispensed	3.82	2.17	0.03	5.51	1.34	27.66	1.37	22.86	34.01	1.17	**100.00**
Average GM %	58.93	48.48	40.44	42.07	39.04	32.42	32.19	23.64	14.12	13.00	21.47
Profitability Ratio*	5	6	10	4	7	1	8	2	3	9	—

Xanax Tabs 0.5mg Upjohn—Avg. Rx #29 $9.86 Avg. % Gross Margin 20% Avg. % Refill 47%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	24.32	41.82	00.00	28.95	29.27	43.36	51.72	45.90	50.60	48.48	45.60
% of Rx Dispensed	1.58	2.35	0.08	3.26	1.75	31.66	1.24	19.34	35.86	2.83	**100.00**
Average GM %	55.21	47.75	49.46	40.50	39.19	31.28	23.60	22.07	14.76	11.41	20.45
Profitability Ratio*	6	5	10	4	7	1	9	3	2	8	—


Average Refill %


Average Quantity Dispensed Per Script

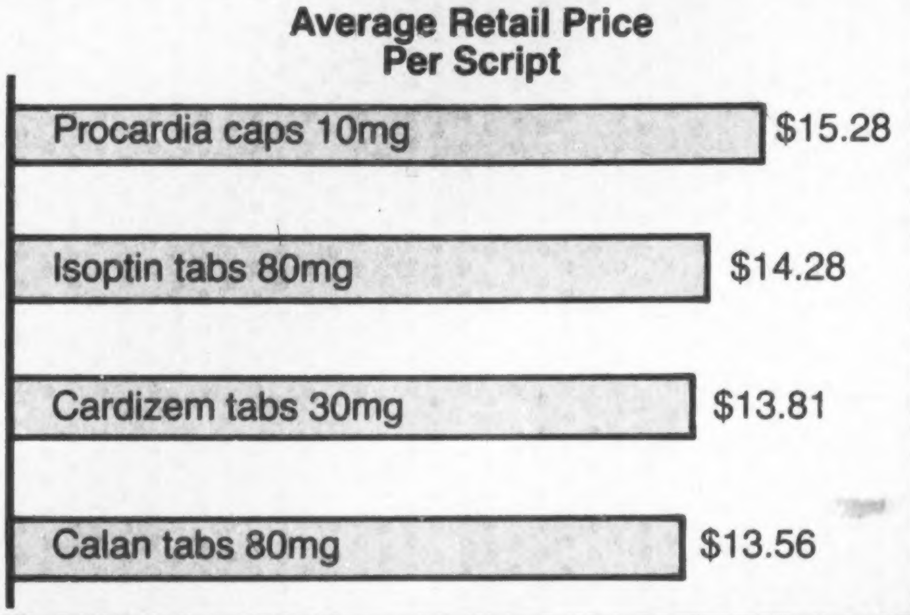
Ativan Tabs 1mg Wyeth—Avg. Rx #30 $10.94 Avg. % Gross Margin 20% Avg. % Refill 47%

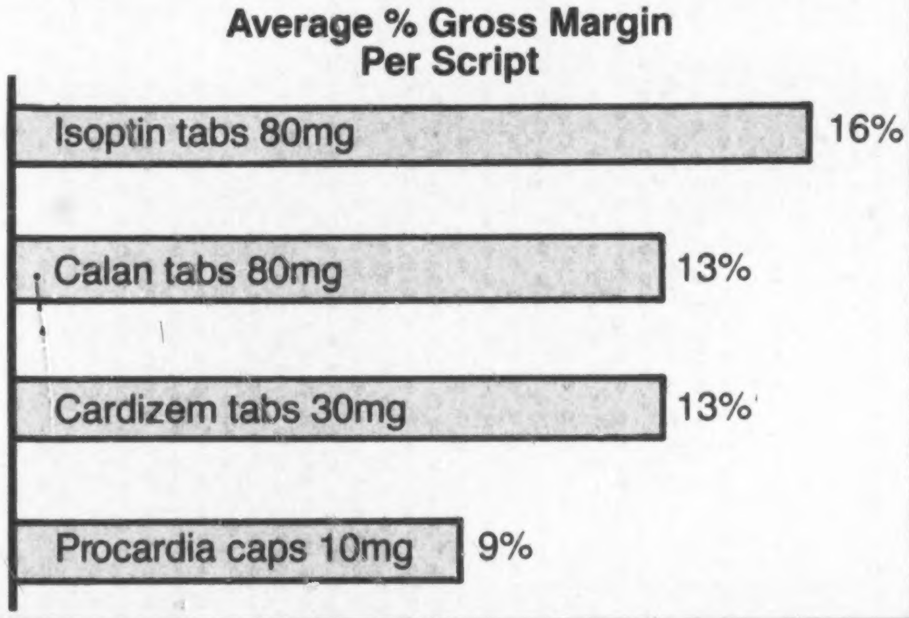
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	20.00	30.95	50.00	27.78	30.77	49.65	52.17	47.68	49.39	68.00	46.62
% of Rx Dispensed	4.00	3.05	0.14	3.92	1.89	30.76	1.67	17.23	35.49	1.81	**100.00**
Average GM %	53.07	44.67	39.71	36.92	35.71	28.72	21.32	20.51	14.60	5.15	19.50
Profitability Ratio*	4	6	10	5	7	1	8	3	2	9	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

Calan Tabs 80mg Searle—Avg. Rx #35 $13.56 Avg. % Gross Margin 13% Avg. % Refill 66%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	00.00	50.00	00.00	57.14	00.00	63.64	100.00	62.90	69.21	58.33	66.42
% of Rx Dispensed	0.14	0.59	0.14	1.04	0.44	8.24	0.59	9.29	68.66	10.79	**100.00**
Average GM %	56.82	42.78	45.12	39.53	32.27	32.43	19.66	23.22	11.58	8.56	12.67
Profitability Ratio*	9	6	10	5	7	2	8	3	1	4	—



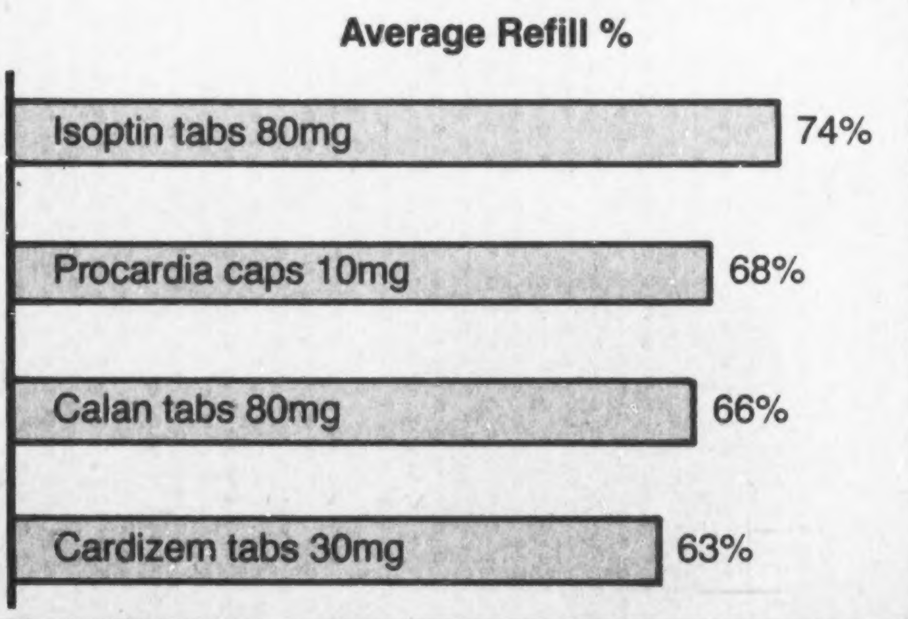


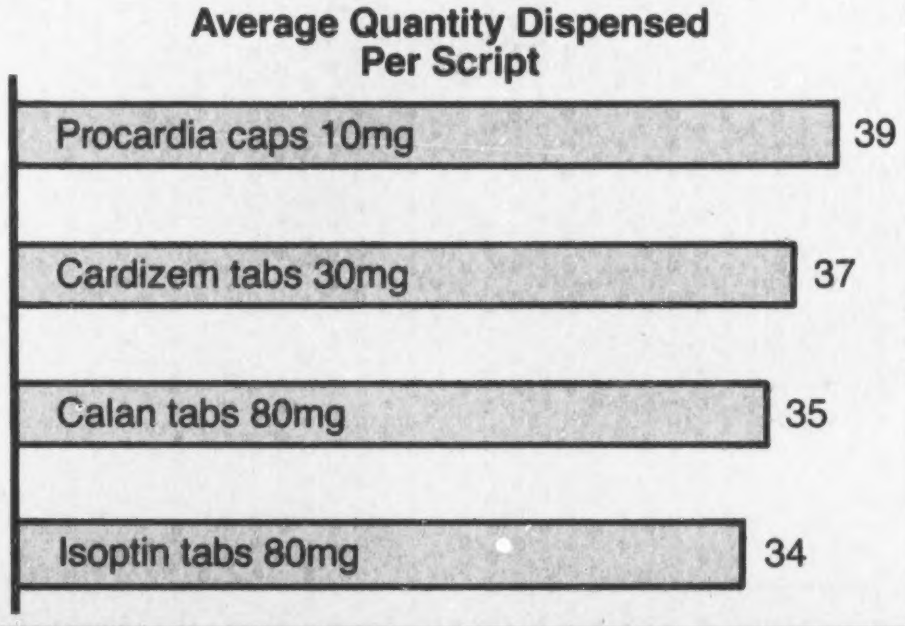
Cardizem Tabs 30mg Marion—Avg. Rx #37 $13.81 Avg. % Gross Margin 13% Avg. % Refill 63%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	00.00	71.43	00.00	80.00	00.00	60.00	00.00	65.79	68.51	71.06	68.34
% of Rx Dispensed	0.20	0.47	00.00	0.67	0.06	4.75	00.00	5.16	70.10	18.54	**100.00**
Average GM %	61.89	49.08	00.00	36.02	43.66	33.23	00.00	24.19	12.39	10.19	12.67
Profitability Ratio*	7	6	9	5	8	3	10	4	1	2	—

Procardia Caps 10mg Pfizer—Avg. Rx #39 $15.28 Avg. % Gross Margin 9% Avg. % Refill 68%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	50.00	28.57	100.00	25.00	76.92	53.97	66.67	65.87	69.02	69.98	67.98
% of Rx Dispensed	0.35	0.24	0.14	0.56	0.45	4.43	0.10	5.87	71.88	15.93	**100.00**
Average GM %	45.22	44.71	45.01	35.68	39.44	32.81	39.18	22.75	9.88	3.62	9.25
Profitability Ratio*	7	8	9	5	6	2	10	3	1	4	—





Isoptin Tabs 80mg Knoll—Avg. Rx #34 $14.35 Avg. % Gross Margin 16% Avg. % Refill 74%

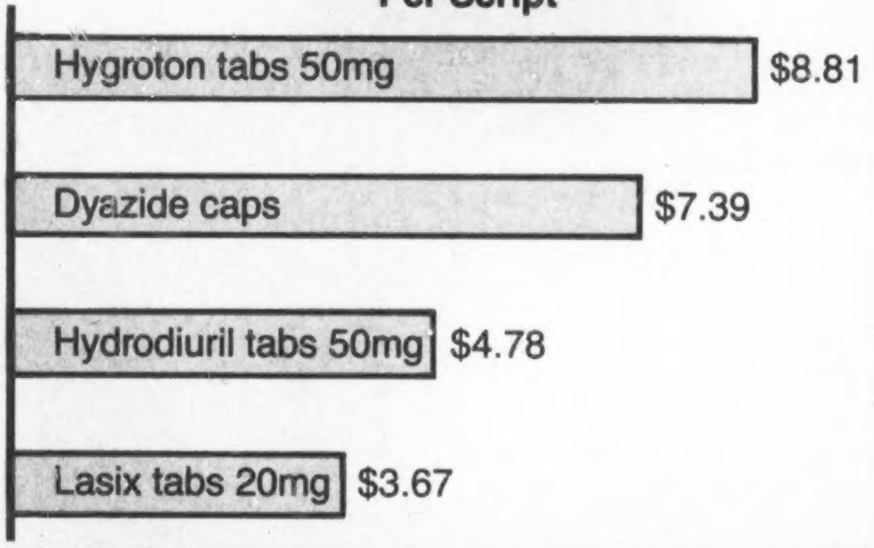
Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	00.00	00.00	00.00	33.33	25.00	82.86	50.00	72.09	74.72	72.50	73.96
% of Rx Dispensed	00.00	0.20	00.00	0.62	0.83	7.29	0.41	8.95	73.33	8.33	**100.00**
Average GM %	00.00	60.20	00.00	46.64	38.38	40.60	35.68	24.76	15.06	8.97	15.79
Profitability Ratio*	9	8	10	6	5	2	7	3	1	4	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

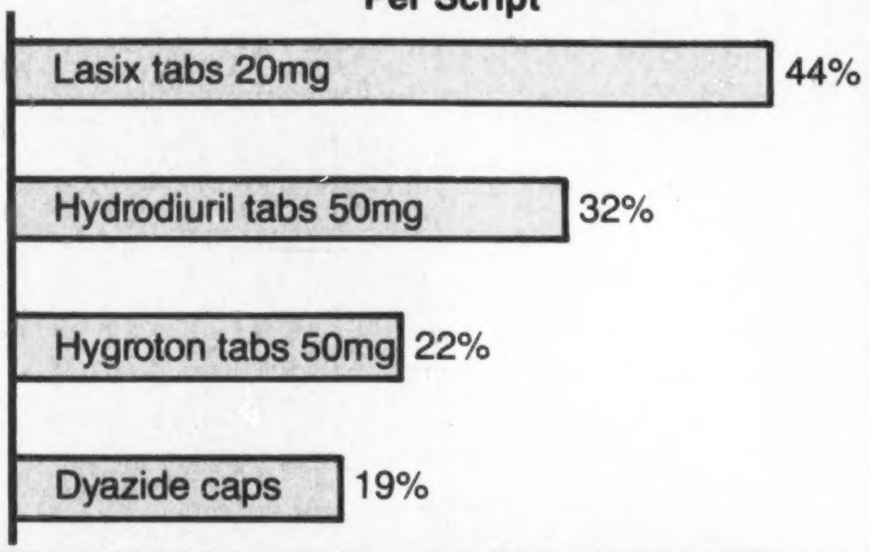
Dyazide Caps SKF—Avg. Rx #27 $7.39 Avg. % Gross Margin 19% Avg. % Refill 66%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	46.15	62.34	86.67	51.72	29.58	63.68	72.18	70.61	67.05	67.81	65.66
% of Rx Dispensed	0.97	1.65	0.16	0.93	0.76	38.45	5.72	7.91	41.83	1.57	**100.00**
Average GM %	63.61	50.10	47.39	42.31	35.35	32.27	32.92	24.16	12.10	7.90	19.39
Profitability Ratio*	6	5	10	7	8	1	4	3	2	9	—

Average Retail Price Per Script



Average % Gross Margin Per Script



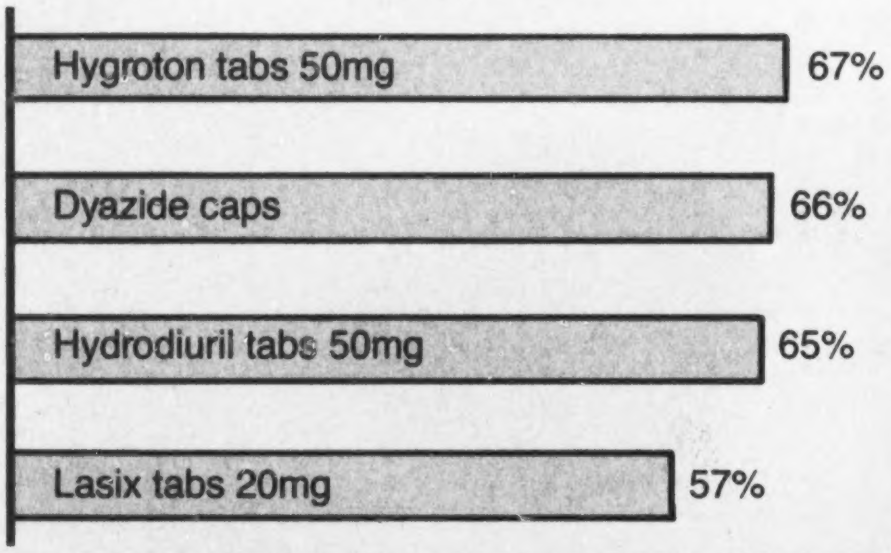
Hydrodiuril Tabs 50mg MSD—Avg. Rx #27 $4.78 Avg. % Gross Margin 32% Avg. % Refill 65%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	33.33	60.00	00.00	12.50	00.00	61.43	87.88	58.89	70.57	58.33	65.07
% of Rx Dispensed	1.31	1.45	00.00	1.16	0.43	32.45	4.80	13.10	43.52	1.74	**100.00**
Average GM %	72.06	69.41	00.00	54.73	53.14	48.34	46.42	35.43	23.57	15.03	31.75
Profitability Ratio*	6	5	10	7	9	1	4	3	2	8	—

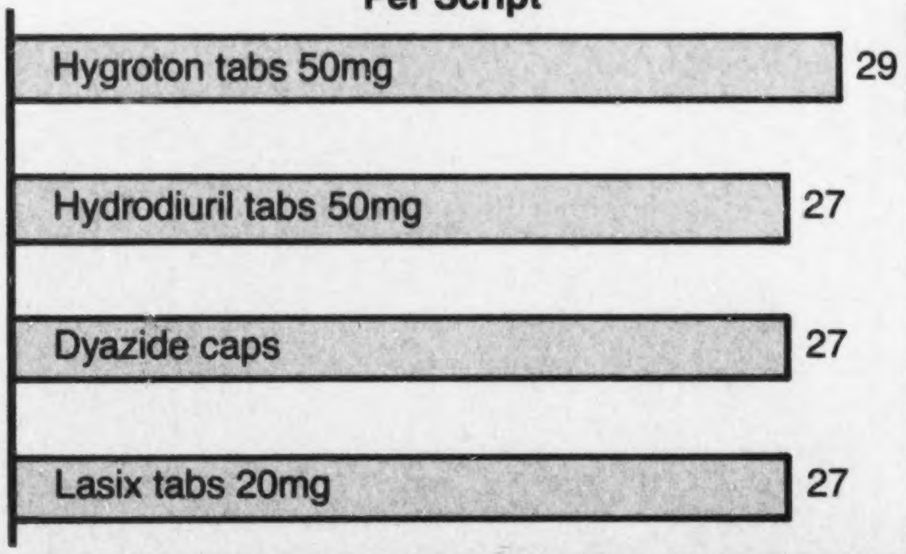
Lasix Tabs 20mg Hoechst—Avg. Rx #27 $3.67 Avg. % Gross Margin 44% Avg. % Refill 57%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	58.33	30.43	75.00	25.81	00.00	53.36	84.00	67.96	63.11	77.78	57.09
% of Rx Dispensed	1.16	2.23	0.38	3.00	0.77	49.12	2.42	10.00	30.00	0.87	**100.00**
Average GM %	76.28	68.26	69.48	64.87	58.92	53.00	56.94	45.33	33.00	21.14	43.51
Profitability Ratio*	7	5	9	4	8	1	6	3	2	10	—

Average Refill %



Average Quantity Dispensed Per Script



Hygroton Tabs 50mg USV—Avg. Rx #29 $8.81 Avg. % Gross Margin 22% Avg. % Refill 67%

Quantity Dispensed	0-12	13-16	17-18	19-20	21-24	25-30	31-36	37-50	51-100	100+	Total/Avg.
% Refill	100.00	81.25	00.00	57.14	50.00	66.27	65.52	69.05	68.09	75.00	67.48
% of Rx Dispensed	0.54	4.33	00.00	1.89	1.62	45.79	7.85	11.38	25.47	1.08	**100.00**
Average GM %	42.78	46.15	00.00	38.77	33.33	31.14	27.30	25.02	12.57	5.81	21.82
Profitability Ratio*	8	5	10	6	7	1	4	3	2	9	—

*Drug Store News ranked each quantity on a scale from 1-10; 10 being the most profitable quantity to dispense in terms of product movement and average gross margin.

Top 100 Bulk Buying Chart

Product	Manufacturer	Small		Bulk		Savings	
		Size	Price	Size	Price	$	%
Acetaminophen w/codeine 30mg	Rugby	100	$ 8.05	500	$ 37.75	2.50	6.2
Achromycin V capsules 250mg	Lederle	100	6.19	1,000	35.36	26.54	42.9
Aldomet tablets 250mg	MSD	100	21.03	1,000	204.04	6.26	3.0
Aldomet tablets 500mg	MSD	100	38.40	500	189.31	2.69	1.4
Aldoril tablets 25mg	MSD	100	29.83	1,000	289.56	8.74	2.9
Amoxil capsules 250mg	Beecham	100	21.07	500	100.36	4.99	4.7
Amoxil capsules 500mg	Beecham	100	39.42	500	185.27	11.83	6.0
Anaprox tablets 275mg	Syntex	100	48.25	500	232.94	8.31	3.4
Ativan tablets 1mg	Wyeth	100	35.88	1,000	340.91	17.89	5.0
Bactrim DS tablets	Roche	100	58.60	500	236.57	56.43	19.3
Capoten tablets 25mg	Squibb	100	33.19	1,000	328.23	3.67	1.1
Catapres tablets 0.1mg	Boehringer Ingelheim	100	21.61	1,000	209.68	6.42	3.0
Ceclor capsules 250mg	Lilly	15	16.37	100	103.86	5.27	4.8
Corgard tablets 40mg	Squibb	100	45.36	1,000	438.96	14.64	3.2
Coumadin tablets 5mg	Dupont	100	18.54	1,000	176.52	8.88	4.8
Dalmane capsules 15mg	Roche	100	25.92	500	128.60	1.00	0.8
Dalmane capsules 30mg	Roche	100	28.21	500	140.05	1.00	0.7
Darvocet N 100mg	Lilly	100	29.83	500	141.78	7.37	4.9
Desyrel tablets 50mg	Mead Johnson	100	32.05	1,000	276.72	43.78	13.7
Diabinese tablets 250mg	Pfizer	100	36.32	1,000	348.59	14.61	4.0
Dilantin capsules 100mg	Parke Davis	100	10.38	1,000	80.76	23.04	22.2
Donnatal tablets	A. H. Robins	100	4.70	1,000	42.25	4.75	10.1
Dyazide capsules	SKF	100	22.40	1,000	215.90	8.10	3.6
E-Mycin 250 tablets	Upjohn	100	20.36	500	101.00	0.80	0.8
E-Mycin 333 tablets	Upjohn	100	27.15	500	134.69	1.06	0.8
E.E.S. 400 Filmtabs	Abbott	100	21.08	500	100.12	5.28	5.0
Empirin w/codeine #3	Burroughs Wellcome	100	14.30	1,000	103.15	39.85	27.9
Eryc capsules 250mg	Parke Davis	100	23.63	500	115.18	2.97	2.5
Erythrocin tablets 250mg	Abbott	100	12.96	500	61.54	3.26	5.0
Feldene capsules 20mg	Pfizer	100	128.46	500	628.97	13.33	2.1
Fiorinal tablets	Sandoz	100	17.94	1,000	169.14	10.26	5.7
Flexeril tablets 10mg	MSD	30	17.46	100	54.95	3.25	5.6
Furosemide tablets 40mg	Rugby	100	6.30	1,000	28.06	34.94	55.5
Halcion tablets 0.25mg	Upjohn	100	29.81	500	144.63	4.42	3.0
Hydrochlorothiazide tablets 50mg	Rugby	100	1.50	1,000	7.13	7.87	52.5
Inderal tablets 10mg	Ayerst	100	12.83	1,000	123.10	5.20	4.1
Inderal tablets 20mg	Ayerst	100	18.01	1,000	173.18	6.92	3.8
Inderal tablets 40mg	Ayerst	100	23.60	1,000	226.80	9.20	3.9
Indocin SR capsules 75mg	MSD	30	23.98	60	47.94	0.02	0.0
Indocin capsules 25mg	MSD	100	33.13	1,000	321.29	10.01	3.0
K-tabs 750mg	Abbott	100	11.07	1,000	106.26	4.44	4.0
Keflex capsules 250mg	Dista	20	15.29	100	72.82	3.63	4.7
Keflex capsules 500mg	Dista	20	30.09	100	143.10	7.35	4.9
Klotrix tablets 10mEq	Mead Johnson	100	11.01	1,000	98.62	11.48	10.4
Lanoxin tablets 0.125mg	Burroughs Wellcome	100	7.20	1,000	51.00	21.00	29.2
Lanoxin tablets 0.25mg	Burroughs Wellcome	100	7.20	5,000	239.57	120.43	33.5
Lasix tablets 20mg	Hoechst	100	8.85	1,000	79.85	8.65	9.8
Lasix tablets 40mg	Hoechst	100	12.45	1,000	112.35	12.15	9.8
Librax capsules	Roche	100	31.54	500	156.70	1.00	0.6
Lomotil tablets	Searle	100	24.16	1,000	213.69	27.91	11.8

Top 100 Bulk Buying Chart

Product	Manufacturer	Small		Bulk		Savings	
		Size	Price	Size	Price	$	%
Lopressor tablets 50mg	Geigy	100	25.32	1,000	245.39	7.81	3.1
Lopressor tablets 100mg	Geigy	100	42.90	1,000	415.84	13.16	3.1
Maxzide tablets	Lederle	100	27.72	500	135.13	3.47	2.5
Micro-K tablets 8mEq	A. H. Robins	100	8.60	500	38.50	4.50	10.5
Micronase tablets 5mg	Upjohn	100	33.70	1,000	281.25	55.75	16.5
Minipress capsules 1mg	Pfizer	250	50.18	1,000	196.79	3.93	2.0
Minipress capsules 2mg	Pfizer	250	69.86	1,000	273.93	5.51	2.0
Motrin tablets 400mg	Upjohn	100	17.31	500	71.80	14.75	17.0
Motrin tablets 600mg	Upjohn	100	24.56	500	101.66	21.14	17.2
Motrin tablets 800mg	Upjohn	100	32.24	500	128.93	32.27	20.0
Nalfon tablets 600mg	Dista	100	41.14	500	199.83	5.87	2.9
Naprosyn tablets 250mg	Syntex	100	49.82	500	242.81	6.29	2.5
Naprosyn tablets 375mg	Syntex	100	63.46	500	307.79	9.51	3.0
Naprosyn tablets 500mg	Syntex	100	78.22	500	379.31	11.79	3.0
Omnipen capsules 250mg	Wyeth	100	13.16	500	62.71	3.09	4.7
Omnipen capsules 500mg	Wyeth	100	25.70	500	120.94	7.56	5.9
Ornade spansules modified	SKF	50	21.10	500	204.75	6.25	2.9
Parafon Forte tablets	McNeil	100	33.60	500	162.96	5.04	3.0
Percocet-5 tablets	Dupont	100	26.38	500	116.88	15.02	11.4
Percodan tablets	Dupont	100	25.20	1,000	238.50	13.50	5.4
Persantine tablets 25mg	Boehringer Ingelheim	100	15.58	1,000	147.82	7.98	5.1
Premarin tablets 0.625mg	Ayerst	100	15.35	1,000	146.18	7.32	4.8
Premarin tablets 1.25mg	Ayerst	100	20.99	1,000	200.12	9.78	4.7
Procardia capsules 10mg	Pfizer	100	29.50	300	86.72	1.78	2.0
Provera tablets 10mg	Upjohn	100	39.19	500	195.00	0.95	2.4
Reglan tablets 10mg	A. H. Robins	100	24.75	500	117.40	6.35	5.1
Restoril capsules 30mg	Sandoz	100	30.96	500	137.16	17.64	11.4
Rufen tablets 400mg	Boots	100	11.64	500	51.84	6.36	10.9
Rufen tablets 600mg	Boots	100	16.32	500	72.60	9.00	11.0
Septra DS tablets	Burroughs Wellcome	100	53.76	250	108.52	25.88	19.3
Slow K tablets	Ciba	100	9.35	1,000	90.74	2.76	3.0
Synalgos DC capsules	Wyeth	100	30.41	500	144.56	7.49	4.9
Synthroid tablets 0.1mg	Flint	100	8.28	1,000	70.38	12.42	15.0
Synthroid tablets 0.15mg	Flint	100	9.94	1,000	84.48	14.92	15.0
Synthroid tablets 0.2mg	Flint	100	11.91	1,000	101.25	17.85	15.0
Tegretol tablets 200mg	Geigy	100	24.30	1,000	235.47	7.53	3.1
Theo-Dur tablets 200mg	Key	100	14.48	1,000	131.59	13.21	9.1
Theo-Dur tablets 300mg	Key	100	17.21	1,000	157.93	14.17	8.3
Tranxene capsules 3.75mg	Abbott	100	29.50	500	144.42	3.08	2.1
Tranxene capsules 7.5mg	Abbott	100	36.69	500	180.70	2.75	1.5
Tylenol w/codeine #3 tablets	McNeil	100	12.08	1,000	111.17	9.66	8.0
Tylenol w/codeine #4 tablets	McNeil	100	22.74	500	107.86	5.84	5.1
Valium tablets 2mg	Roche	100	18.76	500	92.80	1.00	0.7
Valium tablets 5mg	Roche	100	29.24	500	145.20	1.00	0.7
Valium tablets 10mg	Roche	100	49.32	500	245.60	1.00	0.4
Vicodin tablets	Knoll	100	21.62	500	100.60	7.50	6.9
Xanax tablets 0.25mg	Upjohn	100	23.54	500	114.18	3.52	3.0
Xanax tablets 0.5mg	Upjohn	100	30.35	500	147.14	4.61	3.0
Zyloprim tablets 300mg	Burroughs Wellcome	100	29.90	500	143.06	6.44	4.4

Prices are based on Average Wholesale Price

Source: Medi-Span, Decision Data

Guide to Pharmacy Computer Systems

			Price updates			Entry level			
Name of system	**Name of company**	**Entry level price**	**monthly charge**	**source**	**Hardware (cpu only)**	**storage**	**Main memory**	**Backup: type, capacity**	**Maintenance charges**
EtrebySystem	Etreby Computer Co. Inc. 17870 Castleton St. Suite #235 Industry, Calif. 91748	$8,995*	$25	Etreby	IBM-XT or AT	20MB	512KB	Floppy, N/A	H-$60/mo. S-$70/mo.
First Data Bank	First Data Bank 1111 Bayhill Drive Suite #350 San Bruno, Calif. 94066	$10,000/ yr-S	$20	Self	Most any main frame	N/A	N/A	N/A	N/A
FoxMeyer-TBL	FoxMeyer-TBL Co. 150 Bank St. Southlake, Tex. 76092	$15,995*	incl. in hardware maint.	N/A	Motorola 68000	41MB	768KB	Tape, 60MB	H-$220/mo. S-incl. in hardware maint.
Freedom Data	Freedom Data Systems Inc. 47 Belknap Ave. Newport, N.H. 03773	$12,995*	N/A	Medi-Span	Tandy 3000HD	20MB	512KB	Tape, 20MB	H-$75/mo. S-$85/mo.
'The Solution'	General Computer Corp. 2045 Midway Drive Twinsburg, Ohio 44087	$9,995*	varies	Medi-Span	NEC 215-201	20/40MB formatted	1054KB	8 track tape, 32MB, disk-to-disk, floppy	H-approx. $125/mo. S-$81.25/ mo.
RxNET	Good Health Systems Riverside Industrial Parkway Portland, Me. 04210	$8,900*	$50	varies	Leading Edge D	20MB	256KB	Floppy, 360KB	H-$55-mo. S-$50/mo.
HBS	Health Business Systems Inc. 1300 Industrial Highway, Suite 2 Southampton, Pa. 18966	$9,495*	$20	N/A	DEC PDP 11/23 and others	20MB	256KB	Bernoulli cartridge, N/A	H- $100/mo. S-
COMPASS	Honeywell 200 Smith St. (MS 440) Waltham, Mass. 02154	$19,995*	$25	N/A	Honeywell DPS 6/22	28MB	512KB	Floppy, 650KB	H-$89/mo. S-$25/mo.
Inte-Rx	Interactive Systems & Management Corp. 1500 Cardinal Drive Little Falls, N.J. 07424	N/A	N/A	First Data Bank	DEC 11s, IBM PC	28MB	256-512 KB	Tape streamer, N/A	H-$50-200/ mo. S-$150/mo.
Mavis	Mavis Computer Systems 11257 Comoa Road Rancho Cordova, Calif. 95670	$10,790*	$45	Medi-Span	Alpha Micro	20MB	512KB	Video tape, N/A	H- $140/mo. S-
Datastat PC	National Data Corp. Health Care Data Services Div. One National Data Plaza Corp. Square Atlanta, Ga. 30329	$11,595*	N/A	N/A	IBM PC/XT	10MB	256KB	Floppy, 360KB	H-$67/mo. S-$100/mo.
NCRx Pharmacy Management System	NCR Corporation United States Data Processing Group USG-3 Dayton, Ohio 45479	$14,000*	$50	N/A	NCR PC6	20MB	256KB	Tape, 10MB	H-varies S-$50/mo.

Guide to Pharmacy Computer $ystems

Name of system	Name of company	Entry level price	Price updates		Hardware (cpu only)	Entry level			Maintenance charges
			monthly charge	source		storage	Main memory	Backup: type, capacity	
Total Solution	Norand Corp. 550 Second St. SE Cedar Rapids, Iowa 52401	$14,995* $7,500-S	$55	BlueBook	IBM AT	40MB	512KB	Tape, N/A	H-$95-120/mo. S-$50-75/mo.
pcl	pcl Professional Systems Inc. Suite 100 300 North Crockett Granbury, Tex. 76048	$11,875*	varies	Medi-Span or Update	IBM PC/XT, PC/AT or AT&T 6300	20MB	512KB	Diskette or streamer tape, N/A	H-varies S-$75/mo.
PDX	PDX Inc. 300 North Crockett Suite 100 Granbury, Tex. 76048	N/A	varies	Medi-Span Update, First Data Bank, FoxMeyer	IBM PC/AT or PC/RT, NCR Tower, AT&T 3B1	70MB	2MB	Streamer tape, N/A	H-varies S-$75/mo.
PRX	PRX Pharmacy Systems 5766 Central Ave. Boulder, Colo. 80301	$9,995* $5,995-S	$60	Medi-Span	Data General	10MB	256KB	Diskette, cartridge tape or reel-to-reel tape, N/A	H-varies S-$68/mo.
PHARM-HAND	PHARM-HAND/Specomp Inc. 401 Opa Locka Blvd. Miami, Fla. 33054	$4,000*	$50	Gulf Drug	Apple II series	N/A	48KB	Floppy or tape	H-min. $150/yr. S-min. $360/yr.
QS/1	QS/1 Data Systems P.O. Box 6052 Spartanburg, S.C. 29304	$9,950*	$30	SDP, Medi-Span	IBM Series I	20MB	256KB	Diskette, N/A	H-$56/mo. S-$54.17/mo.
RenLar System	RenLar Systems Inc. 2640 Palumbo Drive Lexington, Ky. 40509	$14,995*	N/A	N/A	Digital Equipment Corp. Micro-11	31MB	512KB	Floppy, 400KB	H-$150/mo. S-incl. in hardware maint.
Rx-1	Rx-1 Inc. 7123 I-30, Suite 2 Little Rock, Ark. 72209	$9,600*	$65	N/A	IBM PC	40MB	256KB	Floppy, 360KB	H-$60/mo. S-$65/mo.
RX-IV	RX-IV Pharmacy Computer 2405 NW 39th Expressway, Suite 103 Oklahoma City, Okla. 73112	$10,868*	$60	Medi-Span	IBM PC/XT	44MB	256KB	Floppy, 360KB	H-$60/mo. S-$50/mo.
Script System	Script Systems Inc. 385 Prospect Ave. Hackensack, N.J. 07601	$8,995*	$45	N/A	Data General, IBM PC/AT	15MB	256KB	Tape, N/A	H-$79/mo. S-$60/mo.
Signature	Signature Software Systems Inc. 6125 Yarbrough Lane Lakeland, Fla. 33803	$2,500-S	$30	Medi-Span	IBM PC/XT, AT	10MB	64KB CP/M, 256KB MSDOS	Floppy, tape or hard drive, N/A	H-none S-$45/mo.
Synercom Healthcare systems	Synercom Computers 101 Westpark Drive Brentwood, Tenn. 37027	$8,995*	N/A	N/A	IBM PC/XT	20MB	256KB	Floppy, 360KB	H-$87/mo. S-$83/mo.
3PM	3PM/McKesson 30881 Schoolcraft Road Livonia, Mich. 48150	$12,900*	$40	Medi-Span	Digital, IBM AT	30MB	512KB	Streamer tape, 60MB	H-$100/mo. S-$65/mo.

Guide to Pharmacy Computer Systems

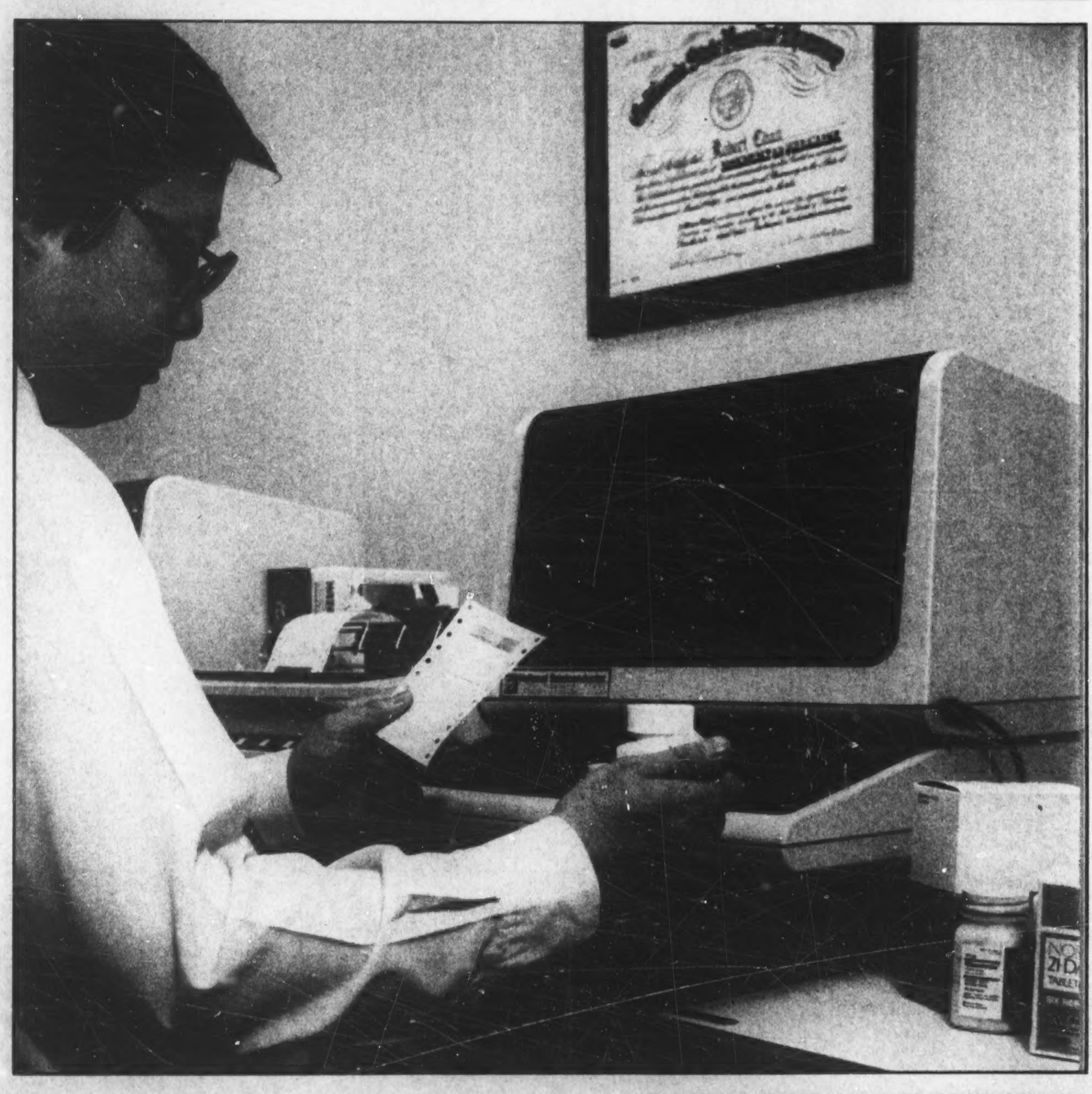
			Price updates			Entry level			
Name of system	**Name of company**	**Entry level price**	**monthly charge**	**source**	**Hardware (cpu only)**	**storage**	**Main memory**	**Backup: type, capacity**	**Maintenance charges**
A.M.S./Best	Applied Micro Systems Ltd. 3392 Progress Drive, Suite D Bensalem, Pa. 19020	$13,495*	N/A	N/A	Alpha Micro AM1000	20MB	512KB	VCR tape, 100MB	H-$135/mo. S-incl. in hardware maint.
CompuPhase 3	Bergen Brunswig Drug Co. 4000 Metropolitan Drive Orange, Calif. 92668	$11,995*	$50	First Data Bank	IBM PC/AT	20MB	256KB	Floppy, 1.2MB	H-$46/mo. S-$120/mo.
Bluff Creek Pharmacy System	Bluff Creek Systems Inc. P.O. Box 1707 Greenville, Tex. 75401	$11,623*	$50	Medi-Span	Texas Instruments Professional	10MB	256KB	Floppy, 360KB	H-$46/mo. S-$50/mo.
SYSTEM/Quick-script	BSI Business Systems Inc. Fellowship Business Center #C301 520 Fellowship Road Mt. Laurel, N.J. 08054	$9,995*	$35	Medi-Span	Sperry IT	40MB	512KB	Floppy, 1.2MB	H-$100/mo. S-$35/mo.
Qwik-Script	CISCO Computer Systems Co. 1117 Loop 304 East Crockett, Tex. 75835	$2,995-S	$30	Medi-Span	N/A	10MB	256KB	Tape or Hard disk, N/A	H-$75/mo. S-$47.50/mo.
RxEXPRESS	ComCoTec Inc. 361 Frontage Road Burr Ridge, Ill. 60521	$8,686*	$30	Medi-Span	IBM PC/XT	30MB	512KB	N/A	H-$100/mo. S-$50/mo.
CompuScription Inc.	CompuScription Inc. 1123 N. Dunton Ave. Arlington Heights, Ill. 60004	$5,800*	$20	Medi-Span	IBM PC compatible	20MB	256KB	Tape, 10MB	H-$55/mo. S-$20/mo.
Compute-Rx Pharmacy Management System	Compute-Rx 8235 Hermitage Road Richmond, Va. 23228	$15,950	$53	N/A	IBM PC/AT	20MB	512KB	Tape, 60MB	H-$110/mo. S-$53/mo.
Rx-80 System	The Condor Corp. 1970 Chandalar Office Park P.O. Box 189 Pelham, Ala. 35124	$7,500-S	$50	First Data Bank	IBM, NCR, Sperry, AT&T	10MB	256KB	Varies, diskette, tape	H-varies S-$100/mo.
DAGAR/Software	DAGAR/Software Development 649 Amity Road Bethany, Conn. 06525	$6,995*	N/A	N/A	IBM-XT type	20MB	256KB	Streamer or floppy	H-$50-75/mo. S-$75/mo.
PharmEase	Data-Rite Industries E. 5505 Broadway Spokane, Wash. 99212	$9,995*	$55	N/A	AT&T 6300	20MB	640KB	Tape, 10MB	H-$85/mo. S-$55/mo.
SpeedScript	Digital Simplistics Inc. 3887 West 95th St. Overland Park, Kan. 66206	$13,995*	$50	N/A	Digital Equipment Corp. LSI 11/23	20MB	256KB	Tape, 40MB	H-$200/mo. S-$50/mo.

Guide to Pharmacy Computer Systems

			Price updates			Entry level			
Name of system	**Name of company**	**Entry level price**	**monthly charge**	**source**	**Hardware (cpu only)**	**storage**	**Main memory**	**Backup: type, capacity**	**Maintenance charges**
Rx30	Transaction Data Systems 7061 Grand National Drive Orlando, Fla. 32819	$8,700-H $1,250-S	$25	Medi-Span	IBM PC, TI PC, AT&T PC	20MB	384KB	Cartridge tape, 60MB	H-N/A S-$650/yr.
Triad	Triad Pharmacy Systems 1 Woodlawn Green, Suite 124 Charlotte, N.C. 28210	$9,995*	N/A	Medi-Span	Texas Instruments Professional	10MB	256KB	Floppy, 360MB	H-$81/mo. S-$100/mo.

H-Hardware S-Software *-Hardware and software combined

Source: *Drug Store News* Research



Guide to Pharmacy Computer Software

Company name	Label/Receipt	Patient Profile	Interactions Drug/Allergy	Drug/Drug	Drug/Illness	Third Party Processing	Electronic Transmission	Nursing Home	Accounts Receivable	Payroll	Perpetual Inventory	Durable Medical Equipment	Controlled Substance Report	General Ledger	Accounts Payable
Applied Micro Systems Inc.	B	B	B	B	X	B	B	B	B	X	X	X	B	X	X
Bergen Brunswig Drug	B	B	B	B	X	B	B	X	X	X	X	X	B	X	X
Bluff Creek Systems	B	B	B	B	X	B	X	X	B	X	X	X	B	X	X
BSI Business Systems	B	B	B	B	X	B	X	X	X	X	X	X	B	X	X
CISCO Computer Systems	B	B	X	X	N/A	B	B	N/A	B	X	B	N/A	B	X	X
ComCoTec Inc	B	B	B	B	B	B	B	X	X	X	B	X	B	X	X
CompuScription Inc	B	B	X	X	N/A	B	X	B	B	X	X	X	B	X	X
Compute-Rx	B	B	B	B	N/A	B	B	X	B	X	X	X	B	X	X
The Condor Corp	B	B	B	B	B	B	B	X	X	X	B	X	B	X	X
DAGAR/Software Development	B	B	B	X	N/A	B	B	X	X	X	B	X	B	X	X
Data-Rite Industries	B	B	B	B	X	B	B	B	B	N/A	B	X	B	X	X
Digital Simplistics	B	B	B	X	X	B	B	B	B	X	B	X	B	X	X
Etreby Computer Company	B	B	B	B	B	B	B	X	B	X	B	X	B	X	X
FoxMeyer-TBL Co	B	B	B	B	N/A	B	X	X	X	X	B	X	B	X	X
Freedom Data Systems	B	B	B	B	X	B	B	X	X	X	B	X	B	X	X
General Computer Corp	B	B	B	B	B	B	B	X	B	X	X	X	B	X	X
Goold Health Systems	B	B	B	B	X	B	X	X	B	X	X	X	B	X	X
Health Business Systems	B	B	B	B	N/A	B	N/A	X	X	X	B	X	B	X	X
Honeywell	B	B	B	B	N/A	B	B	X	X	X	X	N/A	B	X	X
Interactive Systems	B	B	B	B	N/A	B	B	X	B	X	B	X	B	X	X
Mavis Computer	B	B	B	B	N/A	B	X	X	X	X	X	X	B	X	X
National Data Corp	B	B	X	X	N/A	B	X	X	X	X	X	X	B	X	X
NCR Corporation	B	B	X	X	X	B	X	X	B	X	X	N/A	B	X	X
Norand Corporation	B	B	B	B	N/A	B	B	X	X	X	B	N/A	B	X	X
pcl Professional Systems	B	B	N/A	B	N/A	B	B	X	X	N/A	B	N/A	B	X	X
PDX Inc	B	B	B	B	N/A	B	B	X	X	N/A	B	N/A	B	X	X
PRX Pharmacy Systems	B	B	X	X	X	B	B	X	B	X	B	X	B	X	X
PHARM-HAND/Specomp Inc.	B	B	N/A	N/A	N/A	B	N/A	N/A	B	X	X	N/A	N/A	X	X
QS/1 Data Systems	B	B	B	B	N/A	B	X	X	X	X	X	X	X	X	X
RenLar Systems	B	B	N/A	B	N/A	B	B	X	X	X	B	X	B	X	X
Rx-1 Inc.	B	B	B	B	N/A	B	B	B	B	N/A	B	N/A	B	N/A	N/A
RX-IV Pharmacy Computer	B	B	B	B	N/A	B	N/A	B	B	X	B	X	B	X	X
Script Systems Inc.	B	B	B	B	B	B	B	X	B	X	X	X	B	X	X
Signature Software-Rx system	B	B	B	B	X	B	X	X	B	N/A	B	X	B	X	X
Synercom Computers	B	B	X	X	X	B	B	X	B	X	X	X	B	X	X
3PM/McKesson	B	B	B	B	B	B	X	X	X	X	B	X	B	X	X
Transaction Data Systems	B	B	B	X	N/A	B	B	X	X	X	B	N/A	B	X	X
Triad Pharmacy Systems	B	B	B	B	B	B	B	X	X	X	B	N/A	B	X	X

B = basic/entry Level X = extra/upgrade N/A = not available
Source: *Drug Store News research*

Sales History of Select Generic Drugs

(Off Patent 1981 through 1986)

Product	Generic Name	Company	Patent Expiration	1985 Est. Sales (Mil. $)	% Change vs. 1984
Polycillin	Ampicillin	Bristol	1981	27	(35)
Indocin	Indomethacin	MSD	1981	63	(31)
Ortho-Novum	Norethindrone	Ortho	1981	203	10
Geopen	Carbenicillin	Pfizer	1981	25	2
Norinyl	Norethindrone	Syntex	1981	46	10
Soma	Carisopradol	Wallace	1981	16	3
Minocin	Minocycline	Lederle	1982	62	5
Oncovin	Vincristine Sulfate	Lilly	1982	25	12
Darvocet N	Propoxyphene Nap.	Lilly	1982	134	8
Vibramycin	Doxycycline	Pfizer	1982	18	(32)
Norpace	Disopyramide	Searle	1982	38	(10)
Demulen	Ethynodiol	Searle	1982	44	5
Dyazide	Triamterene/Hydro.	SKF	1982	287	3
Tolinase	Tolazamide	Upjohn	1982	54	(39)
Atromid-S	Clofibate	Ayerst	1983	16	5
Anturane	Sulfinprazone	Ciba	1983	6	(25)
Procan SR	Procainamide	Parke Davis	1983	56	6
Mellaril	Thiordazine	Sandoz	1983	38	(26)
Valisone	Betamethasone	Schering	1983	22	(9)
Calan	Veraparmil	Searle	1983	50	55
Synalar	Fluocinolone	Syntex	1983	11	2
Depakene	Valproic Acid	Abbott	1984	20	(10)
Inderal	Propranolol	Ayerst	1984	309	6
Reglan	Metoclopramide	A. H. Robins	1984	84	28
Symmetrel	Amantadine	Dupont	1984	18	15
Ativan	Lorazepam	Lederle	1984	136	28
Meclomen	Meclofenamate	Lilly	1984	36	20
Dymelor	Acetohexamide	Lilly	1984	9	(16)
Rifadin	Rifampin	Merrell Dow	1984	5	8
Aldomet	Methyldopa	MSD	1984	154	(16)
Diabinese	Chlorpropamide	Pfizer	1984	95	(40)
Navane	Thiothixene	Pfizer	1984	38	9
Dalmane	Flurazepam	Roche	1984	52	(3)
Restoril	Temazepam	Sandoz	1984	38	30
Diprosone	Betamethasone Dipro.	Schering	1984	17	(1)
Nasalide	Flunisolide	Syntex	1984	20	20
Serax	Oxazepam	Wyeth	1984	29	16
Rufen	Ibuprofen	Boots	1985	45	9
Desyrel	Trazodone	Bristol	1985	52	40
Ludiomil	Maprotiline	Ciba	1985	22	(1)
Aldoril	Methyldopa/Hydrochlor.	MSD	1985	78	(3)
Decadron	Dexamethasone	MSD	1985	23	(5)
Triavil	Perphenazine/Amitriptyline	MSD	1985	70	10
Valium	Diazepam	Roche	1985	324	13
Etrafon	Perphenazine/Amitriptyline	Schering	1985	11	1
Motrin	Ibuprofen	Upjohn	1985	118	32
Loniten	Minoxidil	Upjohn	1985	36	170
Alupent	Metaproterenol	Boehringer Ingelheim	1986	57	25
Catapres	Cephapirin Sodium	Boehringer Ingelheim	1986	95	21
Carafate	Sucralfate	Marion	1986	42	75
Haldol	Haloperidol	McNeil	1986	96	15
Norpramin	Desipramine	Merrell Dow	1986	28	25
Elavil	Amitriptyline	MSD	1986	35	3
Indocin SA	Indomethacin	MSD	1986	47	14
Flexeril	Cyclobenzaprine	MSD	1986	55	20
Centrax	Prazepam	Parke Davis	1986	23	9
Sinequan	Doxepin	Pfizer	1986	60	0
Visken	Pindolol	Sandoz	1986	20	48
Velosef	Cephradine	Squibb	1986	31	1

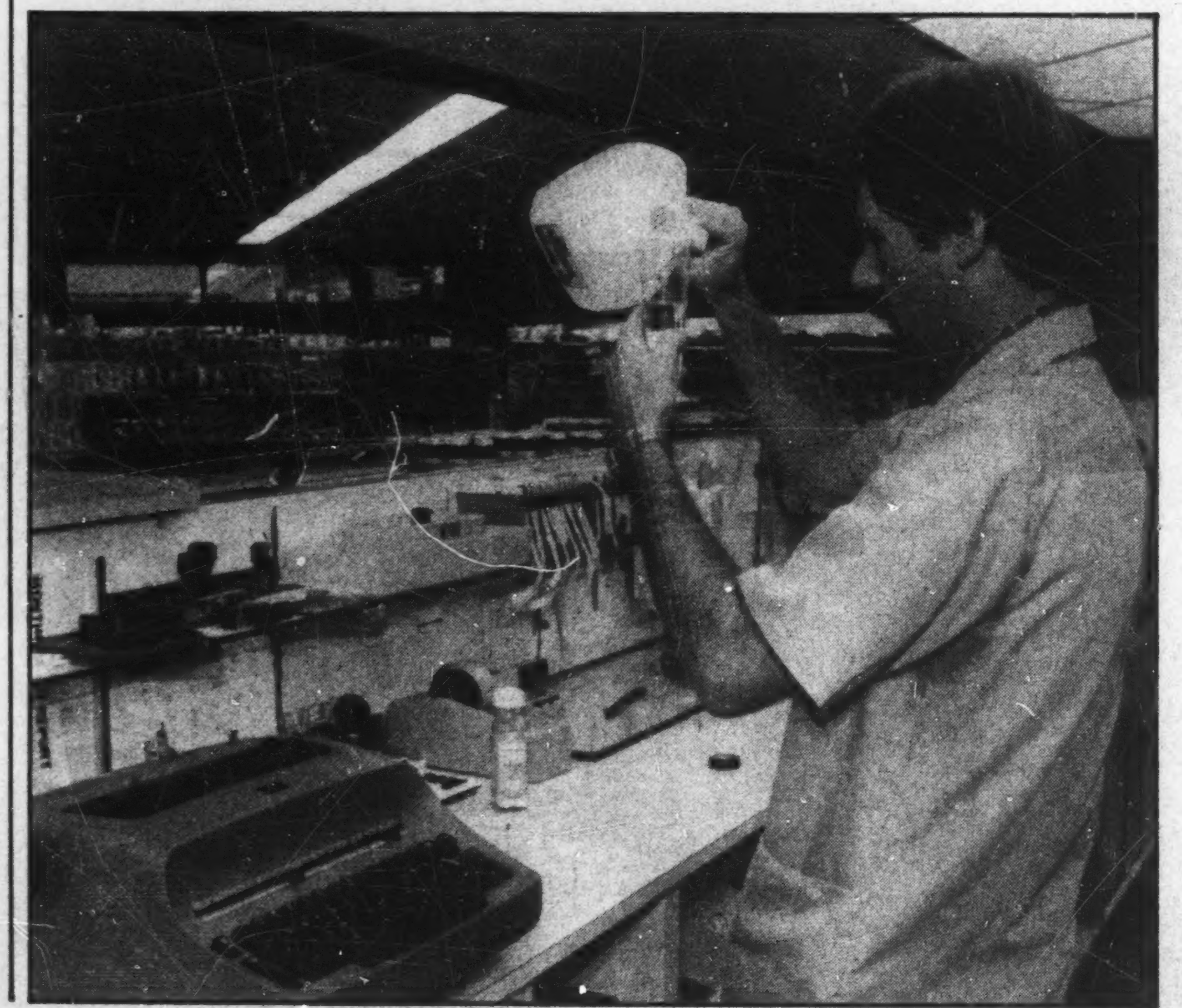
Source: David Saks of Morgan, Olmstead, Kennedy & Gardner

Fifteen Most Substituted Pharmaceutical Categories

(Ranked by most frequent substitution)

Rank	Product Category
1	Analgesics, narcotic
2	Minor tranquilizers
3	Trimethoprim
4	Antiarthritics, systemic
5	Diuretics
6	Analgesics, non-narcotic
7	Coronary, vasodilators
8	Antispasmodics/anticholinergics
9	Tricyclic psychostimulants
10	Tetracyclines
11	Muscle relaxants
12	Trichomonacides
13	Corticoids/anti-infectives
14	Oral cold preparations
15	Antihistamines

Source: Market Measures

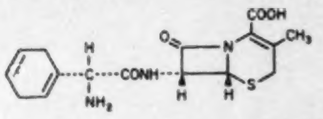


Biocraft's CEPHRADINE

BRIEF SUMMARY

DESCRIPTION: Cephradine is a semisynthetic cephalosporin antibiotic; oral dosage forms include capsules containing 250 mg and 500 mg cephradine, and cephradine for oral suspension containing, after constitution, 125 mg and 250 mg per 5 ml dose.

Cephradine is designated chemically as (6R, 7R)-7-[(R)-2-amino-2-(1,4-cyclohexadien-1-yl) acetamido]-3-methyl-8-oxo-5-thia-1-azabicyclo [4.2.0] oct-2-ene-2-carboxylic acid. Structural formula:



[MW 349.40]

Inactive Ingredients: CAPSULES: Magnesium Stearate and Synthetic Silica.

Capsule Shell and Print Constituents: Black Iron Oxide, FD&C Blue #1, FD&C Blue #2, FD&C Red #40, FD&C Yellow #6, Gelatin, Pharmaceutical Shellac, Propylene Glycol, Silicon Dioxide, Sodium Lauryl Sulfate, Titanium Dioxide and Yellow Iron Oxide. In addition, the 250 mg capsule shell contains: D&C Red #28 and Red Iron Oxide A.

SUSPENSION: Carboxymethylcellulose Sodium, Cherry Flavoring, Citric Acid, FD&C Red #40, Microcrystalline Cellulose, Poloxamer 331, Sodium Benzoate, Sodium Saccharin, Sugar, Synthetic Silica, Xanthan Gum.

INDICATIONS AND USAGE: Cephradine Capsules and Cephradine For Oral Suspension are indicated in the treatment of the following infections when caused by susceptible strains of the designated microorganisms:

RESPIRATORY TRACT INFECTIONS (e.g., tonsillitis, pharyngitis, and lobar pneumonia) caused by group A beta-hemolytic streptococci and *S. pneumoniae* (formerly *D. pneumoniae*).

(Penicillin is the usual drug of choice in the treatment and prevention of streptococcal infections, including the prophylaxis of rheumatic fever. Cephradine is generally effective in the eradication of streptococci from the nasopharynx; substantial data establishing the efficacy of cephradine in the subsequent prevention of rheumatic fever are not available at present.)

OTITIS MEDIA caused by group A beta-hemolytic streptococci, *S. pneumoniae* (formerly *D. pneumoniae*), *H. influenzae*, and staphylococci. SKIN AND SKIN STRUCTURES INFECTIONS caused by staphylococci (penicillin-susceptible and penicillin-resistant) and beta-hemolytic streptococci.

URINARY TRACT INFECTIONS, including prostatitis, caused by *E. coli*, *P. mirabilis*, *Klebsiella* species, and enterococci (*S. faecalis*). The high concentrations of cephradine achievable in the urinary tract will be effective against many strains of enterococci for which disc susceptibility studies indicate relative resistance. It is to be noted that among beta-lactam antibiotics, ampicillin is the drug of choice for enterococcal urinary tract (*S. faecalis*) infection.

Note — Culture and susceptibility tests should be initiated prior to and during therapy.

Following clinical improvement achieved with parenteral therapy, oral cephradine may be utilized for continuation of treatment of persistent or severe conditions where prolonged therapy is indicated.

CONTRAINDICATIONS: Cephradine is contraindicated in patients with known hypersensitivity to the cephalosporin group of antibiotics.

WARNINGS: *In penicillin-sensitive patients, cephalosporin derivatives should be used with great caution. There is clinical and laboratory evidence of partial cross-allergenicity of the penicillins and the cephalosporins, and there are instances of patients who have had reactions to both drug classes (including anaphylaxis after parenteral use).*

Any patient who has demonstrated some form of allergy, particularly to drugs, should receive antibiotics, including cephradine, cautiously and then only when absolutely necessary.

Pseudomembranous colitis has been reported with the use of cephalosporins (and other broad spectrum antibiotics); therefore, it is important to consider its diagnosis in patients who develop diarrhea in association with antibiotic use. Treatment with broad spectrum antibiotics alters normal flora of the colon and may permit overgrowth of clostridia. Studies indicate a toxin produced by *Clostridium difficile* is one primary cause of antibiotic-associated colitis. Cholestyramine and colestipol resins have been shown to bind the toxin *in vitro*. Mild cases of colitis may respond to drug discontinuance alone. Moderate to severe cases should be managed with fluid, electrolyte and protein supplementation as indicated. When the colitis is not relieved by drug discontinuance or when it is severe, oral vancomycin is the treatment of choice for antibiotic-associated pseudomembranous colitis produced by *C. difficile*. Other causes of colitis should also be considered.

PRECAUTIONS: General: Patients should be followed carefully so that any side effects or unusual manifestations of drug idiosyncrasy may be detected. If a hypersensitivity reaction occurs, the drug should be discontinued and the patient treated with the usual agents, e.g., pressor amines, antihistamines, or corticosteroids.

Administer cephradine with caution in the presence of markedly impaired renal function. In patients with known or suspected renal impairment, careful clinical observation and appropriate laboratory studies should be made prior to and during therapy as cephradine accumulates in the serum and tissues. See DOSAGE AND ADMINISTRATION section for information on treatment of patients with impaired renal function.

Cephradine should be prescribed with caution in individuals with a history of gastrointestinal disease, particularly colitis.

Prolonged use of antibiotics may promote the overgrowth of nonsusceptible organisms. Should superinfection occur during therapy, appropriate measures should be taken.

Indicated surgical procedures should be performed in conjunction with antibiotic therapy.

Information for Patients: Caution diabetic patients that false results may occur with urine glucose tests (see PRECAUTIONS, Drug/Laboratory Test Interactions).

Advise the patient to comply with the full course of therapy even if he begins to feel better and to take a missed dose as soon as possible. Inform the patient that this medication may be taken with food or milk since gastrointestinal upset may be a factor in compliance with the dosage regimen. The patient should report current use of any medicines and should be cautioned not to take other medications unless the physician knows and approves of their use (see PRECAUTIONS, Drug Interactions).

Laboratory Tests: In patients with known or suspected renal impairment, it is advisable to monitor renal function (see DOSAGE AND ADMINISTRATION).

Drug Interactions: When administered concurrently, the following drugs may interact with cephalosporins:

Other antibacterial agents — Bacteriostats may interfere with the bactericidal action of cephalosporins in acute infection; other agents, e.g., aminoglycosides, colistin, polymyxins, vancomycin, may increase the possibility of nephrotoxicity.

Diuretics (potent "loop diuretics," e.g., furosemide and ethacrynic acid)-Enhanced possibility for renal toxicity.

Probenecid — Increased and prolonged blood levels of cephalosporins, resulting in increased risk of nephrotoxicity.

Drug/Laboratory Test Interactions: After treatment with cephradine, a false-positive reaction for glucose in the urine may occur with Benedict's solution, Fehling's Solution, or with Clinitest® tablets, but not with enzyme-based tests such as Clinistix® and Test-tape®.

False-positive Coombs test results may occur in newborns whose mothers received a cephalosporin prior to delivery.

Cephalosporins have been reported to cause false-positive reactions in tests for urinary proteins which use sulfosalicylic acid, false elevations of urinary 17-ketosteroid values, and prolonged prothrombin times.

Carcinogenesis, Mutagenesis: Long-term studies in animals have not been performed to evaluate carcinogenic potential or mutagenesis.

Pregnancy Category B: Reproduction studies have been performed in mice and rats at doses up to four times the maximum indicated human dose and have revealed no evidence of impaired fertility or harm to the fetus due to cephradine. There are, however, no adequate and well-controlled studies in pregnant women. Because animal reproduction studies are not always predictive of human response, this drug should be used during pregnancy only if clearly needed.

Nursing Mothers: Since cephradine is excreted in breast milk during lactation, caution should be exercised when cephradine is administered to a nursing woman.

Pediatric Use: See DOSAGE AND ADMINISTRATION. Adequate information is unavailable on the efficacy of b.i.d. regimens in children under nine months of age.

ADVERSE REACTIONS: As with other cephalosporins, untoward reactions are limited essentially to gastrointestinal disturbances and, on occasion, to hypersensitivity phenomena. The latter are more likely to occur in individuals who have previously demonstrated hypersensitivity and those with a history of allergy, asthma, hay fever, or urticaria.

The following adverse reactions have been reported following the use of cephradine:

Gastrointestinal: Symptoms of pseudomembranous colitis can appear during antibiotic treatment. Nausea and vomiting have been reported rarely.

Skin and Hypersensitivity Reactions: Mild urticaria or skin rash, pruritus, and joint pains were reported by very few patients.

Hematologic: Mild, transient eosinophilia, leukopenia, and neutropenia have been reported.

Liver: Transient mild rise of SGOT, SGPT, and total bilirubin have been observed with no evidence of hepatocellular damage.

Renal: Transitory rises in BUN have been observed in some patients treated with cephalosporins; their frequency increases in patients over 50 years old. In adults for whom serum creatinine determinations were performed, the rise in BUN was not accompanied by a rise in serum creatinine.

Other adverse reactions have included dizziness and tightness in the chest and candidal vaginitis.

HOW SUPPLIED: Cephradine Capsules USP

250 mg: bottles of 24 (NDC 0332-3153-08), 100 (NDC 0332-3153-09) and 500 (NDC 0332-3153-13).
Capsule identification number and color: BIOCRAFT 112, light green opaque cap and pink opaque body.

500 mg: bottles of 24 (NDC 0332-3155-08), 100 (NDC 0332-3155-09) and 500 (NDC 0332-3155-13).
Capsule identification number and color: BIOCRAFT 113, light green opaque cap and body.

Cephradine For Oral Suspension USP
(a pleasant, cherry flavored formula)
125 mg/5 ml: 100 ml size bottle (NDC 0332-4165-32) and 200 ml (NDC 0332-4165-36).
250 mg/5 ml: 100 ml size bottle (NDC 0332-4167-32) and 200 ml (NDC 0332-4167-36).

STORAGE: Cephradine Capsules USP — Keep tightly closed. Do not store above 86°F.

Cephradine for Oral Suspension USP — Prior to constitution store at room temperature; avoid excessive heat. After constitution, when stored at room temperature, discard unused portion after seven days; when stored in refrigerator, discard unused portion after 14 days. Keep tightly closed.

Manufactured by:
BIOCRAFT LABORATORIES, INC.
Elmwood Park, New Jersey 07407

June 1986

biocraft
LABORATORIES, INC.

Sales History of Drugs Soon to Come Off Patent

(Patent Expiration: 1987-1991)

Product	Generic Name	Company	Patent Expiration	1985 Estimated Sales	% Change vs. 1984
Tranxene	Chlorazepate Dipotassium	Abbott	1987	98	19
Duricef	Cefadroxil	Bristol	1987	53	38
Ser-ap-es	Reserpine/Hydralazine	Ciba	1987	17	(15)
Keflex	Cephalexin	Lilly	1987	260	11
Kefzol	Cefazolin	Lilly	1987	74	(6)
Keflin	Cephalothin	Lilly	1987	13	(48)
Bactrim	Sulfamethoxazole/Tria.	Roche	1987	31	(6)
Ancef	Cefazolin	SKF	1987	105	20
Cleocin	Clindamycin	Upjohn	1987	11	5
Omnipen	Ampicillin	Wyeth	1987	85	(10)
Adriamycin	Doxorubicin	Adria	1988	76	2.0
Cefadyl	Cephapirin Sodium	Bristol	1988	17	(29)
Amikin	Amikacin Sulfate	Bristol	1988	33	10
Zyloprim	Allopurinol	BW	1988	35	0
Nalfon	Fenoprofen	Lilly	1988	51	7
Lorelco	Probucol	Merrell Dow	1988	14	40
Negram	Naldixic Acid	Syntex	1988	6	7
Lidex	Fluocinonide	Syntex	1988	33	15
Amoxil	Amoxicillin	Beecham	1989	55	7
Ventolin	Albuterol	Glaxo	1989	51	26
Ascendin	Amoxapine	Lederle	1989	22	15
Mandol	Cefamandole	Lilly	1989	97	(24)
Nebcin	Tobramycin	Lilly	1989	80	(7)
Clinoril	Sulindac	MSD	1989	148	5
Dolobid	Diflunisal	MSD	1989	50	24
Blocadren	Timolol	MSD	1989	17	15
Lopid	Gemfibrozil	Parke Davis	1989	27	60
Minipress	Prazosin	Pfizer	1989	114	5
Procardia	Nifedipine	Pfizer	1989	198	28
Geocillin	Carbenicillin	Pfizer	1989	20	14
Lotrimin	Clotrimazole	Schering	1989	23	6
Proventil	Albuterol	Schering	1989	59	30
Wytensin	Quanabenz Acetate	Wyeth	1989	19	28
Blenoxane	Bleomycin	Bristol	1990	15	N/A
Mutamycin	Mitomycin	Bristol	1990	26	N/A
Imodium	loperamide HCl	Janssen	1990	15	N/A
Tolectin	Tolmetin sodium	McNeil	1990	52	N/A
Moduretic	Amiloride	MSD	1990	52	18
Parlodel	Bromocriptine mesylate	Sandoz	1990	40	N/A
Sinemet	Carbidopa	MSD	1991	76	18

Source: David Saks of Morgan, Olmstead, Kennedy & Gardner

Potential Poisoning Agents

Poisoning agent	Likely medical consequence*				% of cases treated at a health care facility
	major (%)	moderate (%)	minor (%)	none (%)	
Pharmaceuticals					
Acetaminophen					
adult formula	1.0	4.0	15	43	61
pediatric formula	0.0	0.1	3	66	13
unknown formula	0.7	3.0	10	47	33
Aspirin					
adult formula	1.0	6.0	22	35	59
pediatric formula	0.1	0.4	8	63	18
unknown formula	1.1	4.0	20	39	44
All analgesics	0.8	3.0	15	48	39
Anesthetics	0.5	2.0	15	53	16
Anticholinergics	1.3	6.0	25	40	51
Anticonvulsants	3.0	10.0	26	34	60
Antidepressants	8.0	15.0	28	19	79
Antihistamines	1.0	5.0	26	38	49
Antimicrobials	0.3	1.0	12	48	19
Antineoplastics	0.0	3.0	18	47	40
Asthma therapies	2.0	9.0	27	36	55
Cardiovascular drugs	2.0	5.0	16	51	49
Cough & cold preps	0.2	2.0	23	51	25
Diagnostics agents	1.0	1.0	16	49	26
Diuretics	1.0	3.0	17	50	39
Electrolytes/minerals	0.2	1.0	12	52	13
Eye/ear/nose/throat preps	0.2	1.0	16	57	22
Gastrointestinal preps	0.2	1.0	15	50	14
Hormones	0.2	1.0	8	54	17
Misc. drugs	0.3	4.0	24	37	33
Muscle relaxants	2.0	10.0	30	24	69
Sedative/hypnotics/ antipsychotics	3.0	10.0	33	20	71
Stimulants/street drugs	2.0	9.0	31	24	60
Topicals	0.1	1.0	14	55	12
Vitamins	0.2	1.0	5	9	12
Nonpharmaceuticals					
Alcohol	1.0	5.0	24	40	35
Chemicals	0.3	3.0	26	40	23
Cleaning substances	0.2	3.0	30	41	19
Cosmetics	0.0	1.0	15	55	7
Hydrocarbons	0.2	2.0	31	43	23
Insecticides/pesticides	0.4	3.0	23	43	24
Plants	0.0	1.0	9	55	6
Tobacco products	0.1	2.0	20	52	17

*Medical outcome data were also collected in categories labeled "unknown, nontoxic," "unknown, potentially toxic," and "unrelated effect." As a result, the numbers here do not represent 100% of the total poison exposure experience.

Source: 1985 Annual Report of the American Association of Poison Control Centers.

Dear Pharmacist:

As a service to your customers, you may wish to zerox this chart to distribute to patients with small children.

Safeguarding Your Home From Poisonings

---

1. Poison Control Center Number ________________ 800 ________________ (Fill in local number).
2. Keep one 1-oz. bottle of syrup of ipecac per child.
3. Put locks on all cabinet doors.
4. Keep *all* medications, especially vitamins and flavored analgesics, out of the reach AND sight of children.
5. Keep the safety caps on all medications.
6. Keep all cleaning fluids and detergents in locked cabinets.
7. Know the names of all household plants.
8. Always call the POISON CONTROL CENTER if you suspect a poisoning has occurred.
9. If, despite your efforts, some type of poisoning does occur and you must go to a hospital, always bring a sample or the original bottle from the ingested substance.

Courtesy of: Stamp in your name and the name of your store

C5150-2
5/7/87

Pharmacy:
Upjohn defends Rogaine market—p. 37

Focus
NACDS in Florida

Trends:
…k …egory—p. 13

0026934C
KEVIN KENDRICK
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4520 EAST WEST HWY STE 800
BESTHESDA MD 20814
DR 08

DRUG STORE NEWS®

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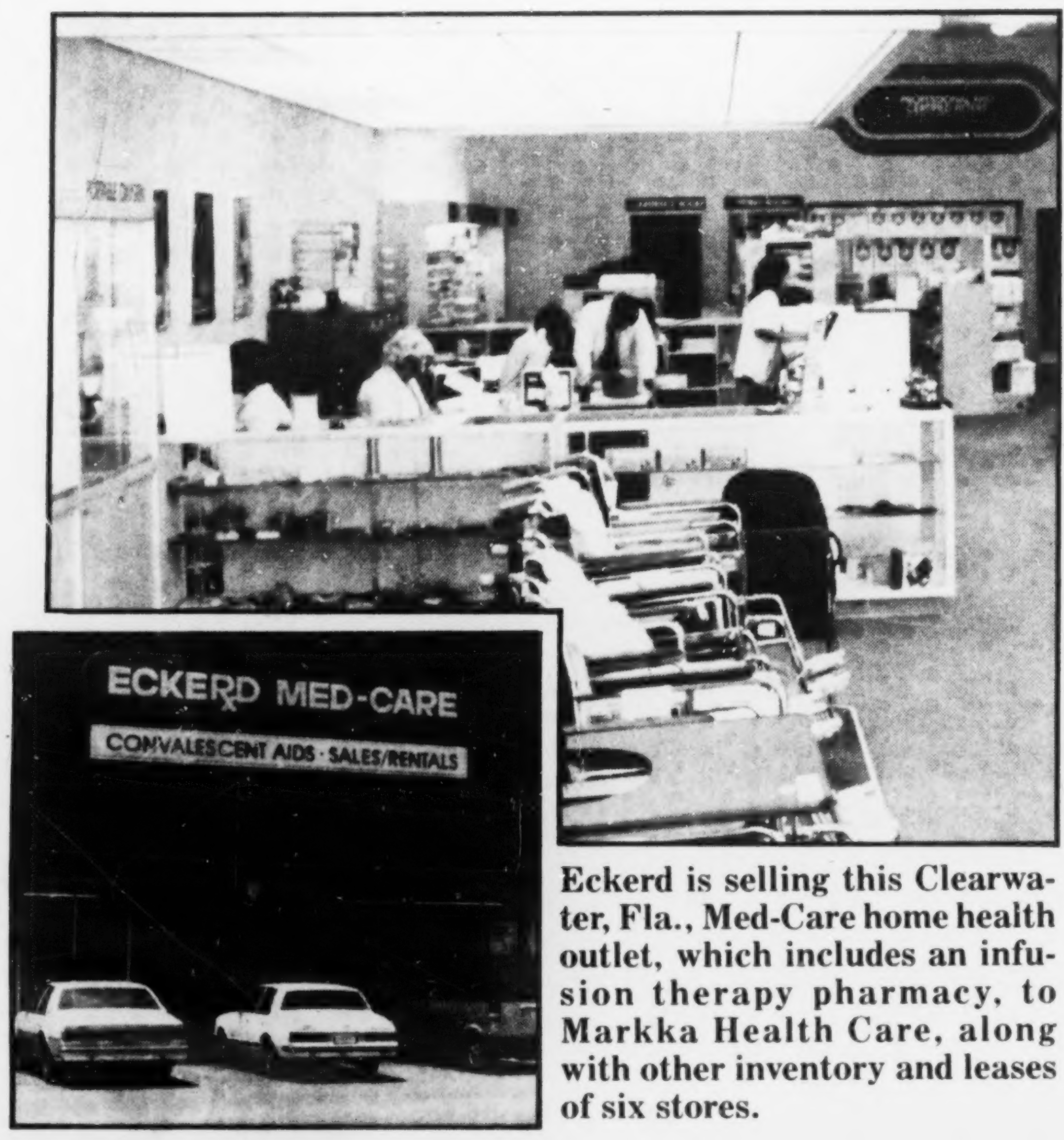
Eckerd sheds Med-Care in pursuit of ROI goals



Eckerd is selling this Clearwater, Fla., Med-Care home health outlet, which includes an infusion therapy pharmacy, to Markka Health Care, along with other inventory and leases of six stores.

CLEARWATER, Fla. — Eckerd Corp. has sold its six Med-Care home health care stores, dropping a high-inventory, slow-paying business that hasn't supported the chain's cash flow goals.

The pullout is part of a recent round of asset redeployment, as Eckerd emphasizes businesses and markets that can best support its leveraged buyout, according to spokesman Michael Zagorac, vp-public affairs.

In an unrelated deal, estimated at $6 million, Eckerd sold 15 drug stores in mid-sized Alabama towns to Big B. It has also bought seven drug stores in Birmingham, Ala., from Revco, which is pulling out of that city.

Eckerd also sold five drug stores to Revco in the Brownsville area of Texas.

Eckerd last month also said it will buy 28 Safeway pharmacies from stores in the food chain's 141-unit north Texas division that are up for sale.

The transactions follow the February sale of 11 units in Tulsa, Okla., to May's Drugs.

Eying growth potential

"We're looking at stores in terms of return on investment and their potential. You aren't going to see us lop off a major division," said Zagorac.

He said the 6,000-sq.-ft. Med-Care stores in Tampa, Clearwater and St. Petersburg "are very good stores, but we are looking at growth potential."

"We think we can do better investing in Express Photo and Vision Works," said Zagorac, referring to its drug store photo departments and its full-service eye care stores. Eckerd will expand Express Photo departments from 26 to 45 in the year. Drug store growth will continue at last year's pace of about 50 units, as Eckerd focuses on the "cash-and-carry businesses" that help it meet its dept payments.

The full-line home health care units are being sold to Markka Health Care Centers

See **Eckerd,** *page 53*

Buyout plan could blunt SGC price edge

WOODBRIDGE, N.J. — The planned buyout of Supermarkets General Corp. organized by Merrill Lynch may cost more than the $1.8 billion that has been offered.

An SGC management group would take on debt so large it would threaten the company's capital program for store growth and maintenance and its Pathmark division's role as a supermarket price leader, some analysts believe.

"I could see [SGC's] market share deteriorating pretty sharply as a result" of depleted capital spending, and a loss of a pricing edge at Pathmark, said Wood Gundy analyst Edward Comeau.

'Lean chain'

"They are a very lean, competitive chain that has competed for years on a price basis. They're going to have to adapt their pricing structure," which has worked with a 2.7% operating margin, compared to the industry average of 2%, Comeau said.

"Something's got to give," he added.

If it does, SGC would emerge bloodied, if unbowed, through its buyout plan with Merrill Lynch Capital Partners, which could thwart takeover intensions of the Dart Group.

An early casualty was SGC chairman Leonard Lieber-

See **SGC,** *page 53*

House prepares bill regulating takeovers

WASHINGTON — The House Energy and Commerce Committee is preparing legislation that could radically change the way the takeover game is played today.

The new bill is intended to "create a level playing field" by curbing strategies and advantages now used by both raiders and the defenders of target companies, Rep. John

See **Bill,** *page 53*

Sherwin-Williams' Breen reaffirms goal to unload 'disappointing' drug business

'When you're dealing with an LBO situation, there's no real way of telling how long it might take. Look how long it took the Revco people.'
—John Breen
chairman,
Sherwin-Williams

CLEVELAND — Sherwin-Williams chairman John Breen reaffirmed at the company's annual meeting his desire to move away from drug store retailing as soon as the sale of the remaining 358 Gray and Drug Fair stores can be arranged.

Breen noted after the meeting that "as far as we know," former chain president Carl Bellini is still on course in his efforts to buy the stores. Breen admitted, however, that other parties with an interest in Gray had emerged in recent weeks.

At the lightly attended meeting here April 22, Breen told shareholders the paint manufacturer and retailer was "very disappointed in the (Gray) division" and is negotiating to sell the chain's remaining stores in Ohio and the mid-Atlantic region as soon as possible.

"While we never lost money in this division and do not anticipate losing money this year

See **Sherwin-Williams,** *p. 53*

LATE NEWS

- TROY, Mich. — K mart, parent of Pay Less NW, has named Timothy McAlear to the newly created post of executive-vp at Pay Less, reporting to president and coo Ron Schiff. McAlear was most recently gm of the Kresge and Jupiter department stores.
- LIVERPOOL, N.Y. — Fay's has tapped Daniel O'Leary, an accountant with the Touche, Ross accounting firm, as its new cfo starting May 4.
- AUGUSTA, Me. — The Hannaford Bros. supermarket company said that the loss of $2 million in mostly H&BA products from April flooding at a 10,000.-sq.-ft. warehouse here won't hamper day-to-day store merchandising, since the bulk was forward buy items that were stocked for in-and-out promotions.

Dart Drug Stores going public

LANDOVER, Md. — Dart Drug Stores is going public to relieve interest expenses incurred when it went private two years ago.

The 81-store chain will use an offer of new convertible debentures combined with common stock to restructure debt that it had been hard pressed to pay.

The company said it will exchange $500 of new convertible debentures and 35 common shares for each $1,000 of its $160 million debenture offering, which pays 12.7%. Dart last year had sold the 12.7% debentures to retire its original LBO debt load.

The chain will also offer new debentures and stock to replace $25 million in notes held by Equitable Life Assurance Society. The company said management and employees will still own about half of Dart, which had $262 million in sales in fiscal 1986, ended July 31.

The exchange offer requires approval of at least 85% of holders of the $185 million in outstanding debt.

Interest expenses were a main cause of a $15.6 million loss in the 1986 year.

Dart last year launched a program of advertising and store-level trouble-shooting to rejuvenate its image and profits in the intensely competitive Washington, D.C., market.

NEWS IN BRIEF

Perry makes HealthNet exec changes

PONTIAC, Mich. — Perry Drug Stores has made several key changes within its HealthNet Health Care Division, which serves as a single-source provider of health care services for institutions, HMOs, PPOs and large employers.

Perry has named Mike Winkleman assistant vp-operations for the division. Winkleman was formerly general manager of the HealthNet pharmacy services.

HealthNet officers Jane Bagchi and Stephen Swartz have switched roles, with Bagchi now reassigned to assistant vp-marketing and Swartz taking Bagchi's former role as assistant vp-business development.

In addition, Perry has created the new post of assistant vp-sales within the Health Care division.

McKesson combines home health units

SAN FRANCISCO — McKesson Corp. has combined three separate home health care units into a single division that produces more than $60 million in annual revenues.

The new division is made up of Home Health Care Systems, Home Health Care Distribution and Home Health Care Manufacturing.

Thomas W. Field Jr., president and ceo of McKesson Corp., said, "With the aging of the U.S. population and the need to contain health care costs, the outlook for home health care remains highly promising for companies that are willing to make a long-term commitment."

In a separate announcement, McKesson said its Valu-Rite cooperative program for independent pharmacists is being offered in the Northeast through subsidiary Spectro Industries.

Tom Kopkash, vp-sales at Valu-Rite, said, "The Northeast has one of the highest concentrations of independent pharmacies in the country." There are currently 2,500 Valu-Rite pharmacies nationwide. Of Spectro's 5,000 retail customers, about 1,500 are potential Valu-Rite members, estimated Jim Eisenstock, senior vp-marketing at Spectro.

Hannaford names new advertising head

SCARBOROUGH, Me. — Margaret Matteson Urquhart has been promoted to director of advertising at Hannaford Bros. Co. with advertising responsibility for its 67 supermarkets and 36-store Wellby Drug division.

Urquhart since 1976 had been director of merchandising for Wellby stores and director of general merchandise for the supermarket division.

Bolger awarded Torch of Learning

NEW YORK — Robert J. Bolger, president and ceo of the National Association of Chain Drug Stores, will receive the Torch of Learning Award of the National Pharmaceutical Division of the American Friends of the Hebrew University.

The award will be given May 19 at the Marriott Marquis here at the organization's 12th annual dinner, said Sidney Dworkin, Revco D.S. chairman and dinner chairman.

Jack Futterman, president and ceo of the Supermarkets General drug store merchandising division, and David Eisenberg, senior executive vp and coo of Peoples Drug Stores, will pay tribute to Bolger.

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Vol. 9, No. 10 May 11, 1987

NACDS chairman lambasts physician drug dispensing

PALM BEACH, Fla. — Physician dispensing came under fire as "an inappropriate practice that raises serious health questions" in Alex Grass' State of the Industry address at NACDS' annual meeting here.

Grass, chairman of Rite Aid and this year's NACDS chairman, told a packed opening day gathering of retailers, suppliers and others that the chain drug association is seeking a general ban on physician dispensing.

The ban, he said, would allow dispensing by doctors only under limited circumstances, such as in remote areas and then only under the same rules and regulations observed by pharmacists, including record-keeping, labeling, packaging and storage regulations.

Eliminates checks

Grass said physician dispensing "eliminates the checks and balances provided by community pharmacists." It also gives physicians a financial incentive to provide only a limited assortment of drugs, he said, thus depriving patients of the opportunity to shop for price and sometimes to receive the best medication for a particular illness.

"In those few countries where physician dispensing is prevalent," Grass said, "it has resulted in high utilization of medications and an overdrugged society."

Grass blamed the growth on drug repackagers who "entice physicians through their literature that emphasizes profit potential."

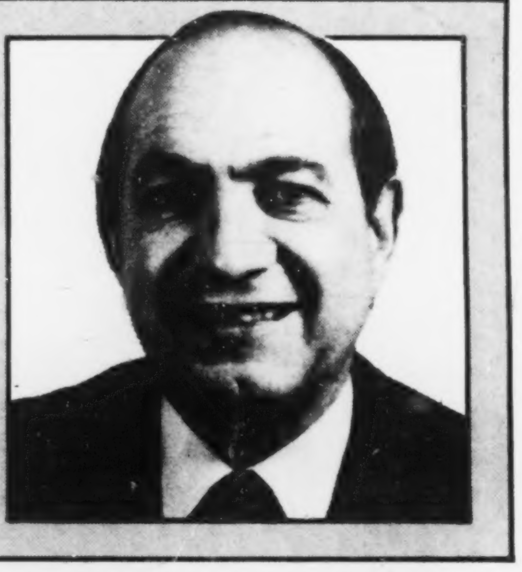
The NACDS chairman also focused on other issues on which the association is concentrating its efforts. They include:

- A drive to change the Medicaid reimbursement system into one in which marketplace pricing would be the sole basis for drug reimbursement. Grass said NACDS is urging that Medicaid shift to a voucher system—"an approach that promises to speed payments while reducing the possibility of program fraud and abuse."
- Efforts to challenge discriminatory pricing policies, which allow hospitals and health maintenance organizations to purchase drugs "at a fraction of the price that retail pharmacists have to pay." Often, he said, these nontraditional competitors contend head-on with retail pharmacies, and as a result, "they are becoming a substantial source of unfair competition."

Grass said the industry can live with "fair and open competition, but we have a right to expect a level playing field."

- NACDS is moving to assist drug chains to meet nontraditional competition. Grass said that the association recently contracted with the Center for Health Policy Studies to carry out a feasibility study of an NACDS-sponsored Pharmacy Services Organization. The study will include an assessment of the current PSO market and recommendations on the direction in which NACDS should proceed.

'In those few countries where physician dispensing is prevalent, it has resulted in high utilization of medications and an over-drugged society.'



—Alex Grass
chairman,
NACDS, Rite Aid

Tom Thumb/Page acquires 10 Safeways in Dallas growth push

DALLAS — Tom Thumb/Page has stepped up its expansion plans here with the acquisition of 10 Safeway stores.

Representing a total of some 260,000 sq. ft., the 10 stores vary in size, with the largest running about 50,000 square feet. According to Tom Thumb/Page, eight of the stores opened May 1—two as combos—while the remaining two stores, including one combo, will open in several months after remodeling.

Acquired Rx files

In addition to acquiring the structures, Tom Thumb/Page said it picked up the stores' pharmacy files, where applicable.

Last month, Safeway announced plans to sell its entire 141-store Dallas division as part of an ongoing restructuring plan.

Prior to the Safeway acquisition, Tom Thumb/Page had 56 stores and "a fairly ambitious new store program under way," said Jim Stiles, chief financial officer for the grocery and drug chain.

Even without the acquisition of the Safeway stores, Stiles said the company had already anticipated increasing its square footage over the next two to three years by 30%-35%. Five new combo stores were opened in Tom Thumb/Page's last fiscal year, and in the next few years, the company plans to add three to five combos a year.

The Safeway store locations offer some new markets for Tom Thumb/Page, as well as "enhancing the current market position we have," noted Stiles.

Although Tom Thumb/Page said it is advertising the acquisition of the Safeway stores, Stiles said considerable media attention has already been drawn to the sale of the stores.

Stiles added that the increased personnel requirements for the new converted Safeways do not pose a problem for the chain, primarily because of the generally small store sizes.

Thrifty takes to airwaves with POP radio service

LOS ANGELES — Thrifty Corp. has joined the list of drug chains using the POP radio network for in-store broadcasting.

According to the radio network, Walgreens, Eckerd, Rite Aid, Brooks Drug, Fay's Drug, Peoples and Thrift are already using the service, which provides a customized deejay-hosted program that sounds like live radio.

Within each hour, 48 minutes are devoted to general programming, which includes music and casual non-product announcements about the drug chain, while the remaining time is devoted to advertising, according to POP president Robert Hussey. POP sells 10 minutes of the advertising time, leaving two minutes for the drug store's advertising.

Thrifty, according to Hussey, "saw the opportunity to upgrade their in-store merchandising" by going with POP radio. According to the radio network, Thrifty will install the "Thrifty Radio" system by the fourth quarter of 1987.

Canada's Hy & Zel's targets bigger deep discount share

UNIONVILLE, Ontario — Hy & Zel's is breaking away from the Toronto deep discount pack with plans to quadruple its store count to 25 units in five years, following its initial public offering last October.

It will double its store total to 12 in 1987, and nearly double sales to about $120 million, up from 1986's $65 million, according to Zel Goldstein, Hy & Zel's ceo, cfo and co-founder, with Hy Himmel.

The deep discounter plans up to 25 stores in southern Ontario by as early as 1990, as one of Canada's pioneer deep discounters bids for a larger share of an underexploited deep discount market, according to market sources.

The growth is being paid for by bank loans and proceeds from a one-million-share offering, traded on the Toronto Stock Exchange, which raised $9.25 million. Offered at $9.25 a share, shares reached $11 before subsiding at $10.25 in late April, Goldstein said.

Expanding food

The 6-year-old pioneer of Canadian low-price food and drug retailing, meantime, will expand its food component to compete against Loblaws Supermarkets, the aggressive 130-store Toronto-based grocer, said Goldstein.

"We're trying to round out our stores a little bit more," making food account for 40% of sales, up from 30%, and creating a one-stop shopping environment, said Goldstein, whose stores' logo is "The Supermarket Drug Store."

General merchandise, including soft goods, will get more emphasis in the 35,000-sq.-ft. prototype, as Hy & Zel's positions its stores as smaller, more accessible alternatives to Loblaws Super Centers. Seven Loblaws have pharmacies.

Loblaws, owned by George Weston Ltd., combines sharp pricing with an upscale ambiance, and has captured a dominant share of the Toronto grocery market.

Loblaw's impact

"They have the most aggressive pricing policy in the country and have had a tremendous impact on the drug business," noted Larry Latowski, president of Drug World Warehouse Drug Stores, the deep discount drug store arm of Dylex Limited, Canada's largest specialty fashion retailer.

"Whereas before, Hy & Zel's was the cheapest, they're not the cheapest any more," said Latowski, who is aiming for low-price impact himself with Drug World, a three-store operation that now has four units under construction in greater Toronto.

But while Hy & Zel's may occasionally fall short on price, it won't on presence in southern Ontario, where one-half of Canada's population resides.

The chain's growth is outstripping that of competitors, such as Shoppers Drug Mart's Howies, and Herbies, the 2-year-old Hamilton-based low-price business, in a market where "nobody has taken a dive yet," said Latowski.

Howies, with five Toronto units, has emphasized growth farther east. Herbies now has six stores.

Explored sale

Sources said that Hy & Zel's went public only after exploring a possible sale to SDM. SDM went so far as to make an offer, but the H & Z founders were reportedly unwilling to surrender operational control upon sale.

"They've built up a company where they have a lot of family in the business, and I think they wanted to build some protection for them," said a source close to the negotiations.

The corporation retains control of two million out of the three million shares authorized.

Stores average $16 million annual sales and 125 to 175 scripts a day, with prescriptions accounting for 5% of sales. The stores look a lot like U.S. deep discounters, operating on 19%-20% margins, with pricing at 20%-23% below traditional drug stores. "Most of our ideas have really come from the states," Goldstein noted.

In its first report to shareholders, Hy & Zel's announced profits from operations of $644,850, or 25¢ a share, in the nine months ended Oct. 31, 1986, on sales of $43.9 million, which were 93% above last year's comparable period. Goldstein said net profit for the year ending Jan. 31, 1987, hit $1.25 million.

Arbor gains 51% share in 5 Mich. clinic pharmacies

TROY, Mich. — Arbor Drugs has entered into a joint venture with DMC Clinics Inc., the for-profit arm of the Detroit Medical Center (DMC), that gives the 72-store chain 51% ownership in five pharmacies located in Michigan clinics operated by subsidiaries of DMC Clinics Inc.

The joint undertaking will operate under the name Medical Center Pharmacies Inc. and will be a subsidiary of Arbor Drugs.

Through the agreement, the pharmacies will be leased from the DMC subsidiaries. The five clinics include three Woodland Medical Clinics, located in Detroit, Novi and Livonia; the Harper Professional Building in Detroit; and the Warren Memorial Medical Center in Warren.

In addition, the contract provides the right to acquire a sixth clinic pharmacy, the Memorial Medical Center Clinic in Sterling Heights.

Advantageous to both

According to company spokeswoman Rebecca McLennan, the new venture is advantageous to both parties.

"It's very exciting for Arbor to be branching out in this direction," said McLennan. "We are pleased to be affiliated with the very prestigious Detroit Medical Center."

The Detroit Medical Center is one of the largest multihospital complexes in the United States. Located on a 110-acre site in north central Detroit, the complex houses five hospitals and the Rehabilitation Institute.

McLennan added that the venture is "another marketing niche" in Arbor's "primary business of filling prescriptions."

Expanded customer base

From the clinics' point of view, the joint operation will allow them immediately to reap the benefits of an expanded third-party customer base (Arbor accepts virtually every third-party program) and allow them to tap into Arbor's Arbortech pharmacy computer system.

Eugene Applebaum, Arbor Drug chairman and president, echoed McLennan's optimism.

"The venture will allow Medical Center Pharmacies to provide the highest level of professional care for the benefit of the patients of the DMC Clinics," said Applebaum.

It will also place the clinics under Arbor Drugs' purchasing power umbrella. Because of the volume of business Arbor does with manufacturers buying for its 72 stores, it can buy better than a clinic purchasing individually.

"That kind of saving is passed along to the customer," said McLennan. "That allows the clinics to compete in a fairly competitive market."

According to McLennan, the pharmacies are primarily prescription centers with "very limited OTC business."

Chains channel big bucks to sharpen image via TV

Drug chains spent more on television in 1986 to build customer awareness in new markets, restage their images and better use suppliers' co-op dollars, chain spokesmen said.

Eckerd—the biggest spender on TV—launched a major repositioning campaign in September that helped hike its TV ad budget "over 10%," according to an Eckerd advertising manager.

The Television Bureau of Advertising (TVB) said Eckerd—in spending over twice the TV dollars of its nearest competitor, Walgreens—boosted its TV budget to $18.66 million, 24% above 1985.

TVB reported that drug chains overall raised TV ad spending 15%, to $79.5 million in 1986—growth that outstripped spending on print and radio, according to sources that track those segments.

TV in new markets

Walgreens used more television to break ground with shoppers in Boston and Hartford, Conn., new metro markets it entered after buying the Medi-Mart chain last year, according to a chain spokesman.

It boosted TV spending by 50% to $7.87 million in 1986, compared with $5.3 million the previous year, TVB said.

Thrift's Treasury Drug division posted the largest growth, upping its spending 114%, to $1.8 million, TVB said.

Tom Sigerstad, Thrift's manager-advertising, said the chain advertised in Kansas City for the first time to cover "over a dozen" Treasury units. TV ads for Treasury were previously confined to Atlanta, he said.

Perry, among chains posting the largest growth, increased its TV spending 108% to $2.4 million, from $1.17 million, according to TVB. Robert Ruwoldt, vp-advertising, said growth was prompted by a preferred vendor program Perry launched in which buyers used more co-op funds.

"We have started a deep commitment to broadcast, and TV in particular," said Ruwoldt, adding that buyers are more involved with suppli-

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Walgreen and CVS boosted TV ad spending, as Revco slashed budget

	1986 (in millions)	% change from 1985
Total spending	$79.50	15%
[illegible]	18.66*	24
[illegible]	7.86	50
[illegible]	6.10	21
[illegible]	5.10	2
[illegible]	5.00	14
[illegible]	3.30	44
[illegible]	2.40	6
[illegible]	2.40	108
[illegible]	2.30	12
[illegible]	2.30	65
[illegible]	1.80	114
[illegible]	1.70	(17)
[illegible]	1.70	75
[illegible]	1.44	(71)
[illegible]	1.40	35

*Includes $1.3 million of network advertising.

Source: Television Bureau of Advertising; Broadcast Advertisers Reports data in top 75 markets

Walgreens gets merchandising award

The Merchandising Executives Club of Chicago (MEC) honored Walgreens as co-recipient of its "Merchandiser of the Year" award April 16 for the chain's effective use of its Intercom pharmacy system as a marketing tool and a value-added customer service. Also honored was Pepsi-Cola General Bottlers for the marketing of Slice. Vern Brunner, Walgreens senior vp-marketing, is shown accepting the MOTY award at MEC's annual All-Industry Special Salute.

Hair care segments, hosiery brighten ethnic picture

The ethnic hair care market, which enjoyed significant growth for the first half of this decade, bottomed out for the first time last year.

Dollar sales in the segment were down 2% to $285 million, according to A. C. Nielsen's Marketing Research.

Both retailers and manufacturers say the decline was attributable to several factors, including a lack of innovative products hitting the market; the absence of any dramatic new hair styling trends, such as the curl; the current popularity of short hair styles, which require fewer maintenance products; a consumer tendency to buy products based on what's currently on sale; and a maturation of the category in terms of consumption and usage.

Retailers say ethnic products are now at the stage in which growth is coming from brands within the category, but that the category as a whole no longer is growing.

Because the ethnic hair care segment is relatively small in terms of dollar volume ($285 million is just 8% of the total hair care category's 1986 retail volume), it is difficult to get marketing statistics that break out sales within the ethnic hair category by subsegments.

However, retailers, distributors and manufacturers who know the category well say that the growth segments seem to be the conditioning products, the hair styling products (especially gels and pomades), the relaxer products, and to a lesser extent, the hair coloring products in some sections of the country. Black hosiery is growing dramatically, and black cosmetics sales are improving.

Ethnic departments in high-traffic black stores need at least 20 to 24 ft. to be productive, and 36 ft. is often the norm.

"The trend is for extra light conditioners," according to Jim O'Connor, a spokesman for the TCB Division of Alberto-Culver. "Consumers are looking for products that can condition the hair without weighing it down."

The "lite" formulations are popular with black consumers, just as they are with white consumers, because they let users style their hair without causing it to become heavy, dull or stiff.

Color emerges

Buyers and cosmetic clerks at the retail level also say sales of coloring products like Dark & Lovely, Creme of Nature, Born Beautiful, Color Play and Color Accents are starting to turn faster in some neighborhoods.

In New York, Lou Roppolo at Revlon said hair color sales are up 45% over last year, primarily because of the introduction of new products into the category.

"We see a lot of color being sold," said Richard Eicholz, president of Ben Sheftall Distributors. "So many new products are entering the market now that consumers are really getting experimental. I'd estimate our color sales are up about 20%."

In the Midwest, Lou Orenstein, president of Judith Lynn, said that color sales in his markets have been picking up "tremendously."

In Oklahoma, Kent Humphreys of Jack's Service said that ethnic color sales in his market are up about 100% over 1986. Much of the growth, he believes, is coming from new product activity in the market as well as from increased consumer interest in hair coloring as a fashion accessory.

In Los Angeles, Jerry Davis, president of Paul's Sundries, a local distributor, thinks that color could be a very dramatic growth category for drug store retailers.

"The formulations are different from general market products," Davis said, "but I don't think the manufacturers have done enough yet to get that message across to the consumer."

Relaxer and relaxer accessory product sales are doing well at retail. Lou Parent, senior vp-marketing for Carson Products, reported relaxer sales in 1986 were up 10% to about $38.5 million.

Versatility wanted

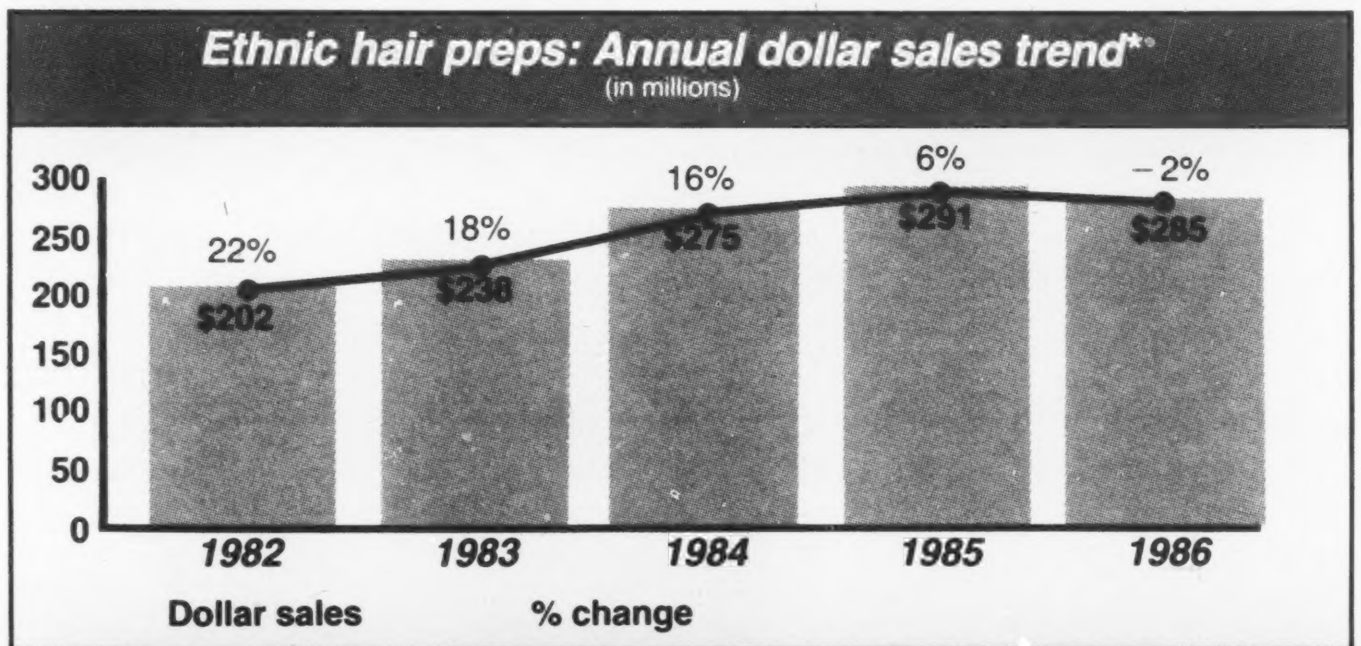
"Women are fed up with the curl, because it locks them for months into just one style," she said. "Women today want different styles for different occasions and different moods."

Orenstein of Judith Lynn agrees. "We're re-working our planograms to make more room for relaxers and conditioning products.

"The curl will always be around,

Continued on page 22

Ethnic hair preps: Annual dollar sales trend*
(in millions)



*Drug, food and mass merchandising sales only. Excludes sales of beauty and barber shops.
Source: Nielsen Marketing Research

Black shoppers: What they spend on toiletries and cosmetics

Category	Annual per capita spending		Annual per capita spending as a % of income		Black spending on toiletries and cosmetics as a % of total U.S. spending	
	Black pop.	U.S. total	Black pop.	U.S. total	1986	1995 (proj.)
Hair care	$ 57.89	$20.50	0.8%	0.2%	35.3%	41.3%
Cosmetics and toilet preps	49.44	40.40	0.7	0.4	15.2	18.5
Fragrances	16.76	12.90	0.2	0.1	16.0	20.5
Dentifrices	10.40	8.86	0.2	0.1	14.3	14.6
Shaving preps	2.39	3.16	*	*	9.4	10.5
All other	2.77	4.95	*	*	7.3	8.3
Total	139.65	90.77	2.0	0.8		

*Less than 0.1%
Source: Business Trends Analysts, U.S. Dept. of Commerce

Walgreens wins AHBAI award

Walgreens has been named the 1987 Drug Store Retailer of the Year by the American Health and Beauty Aids Institute.

Vern Brunner, the chain's senior vp-marketing, accepted the award on behalf of Walgreens and "our 40,000-plus employees" at the AHBAI annual show last month in Palm Springs, Calif.

In his acceptance speech, Brunner called the award "a tribute to the people who labor seven days a week in our stores to serve the many customers who buy ethnic products."

Brunner also told the attendees at the AHBAI show that Walgreens is committed to the ethnic category.

"We have moved from having only a few products in a few select stores to at least a 3-ft. section in *all* stores, and in some stores, planograms have stretched well beyond 21 ft."

"Walgreens has pushed ethnic products through 47 rotos each year," he said.

Brunner said that in addition to the rotos, Walgreens does "24 ads a year featuring ethnic products in our top 22 markets."

He added that the ethnic category is productive for Walgreens because the chain does more than "just advertise and display ethnic."

Vern Brunner, senior vp-marketing at Walgreens, accepts Retailer of the Year Award from George Johnson, president of Johnson Products (right), as AHBAI president Lafayette Jones looks on.

One of the major factors in Walgreens' success with the category, he said, are the Walgreens cosmetics supervisors "who regularly receive training" through programs put together with ethnic companies.

"The supervisors, in turn, are training our 3,000 cosmeticians," he said. "The fact that we have knowledgeable staff in each of our stores to explain the products has proven to be an exceptional selling point for the ethnic consumer."